SEPTEMBER 1959

Traffic Safety

A NATIONAL SAFETY COUNCIL PUBLICATION

PROBING ACCIDENTS IN DEPTH

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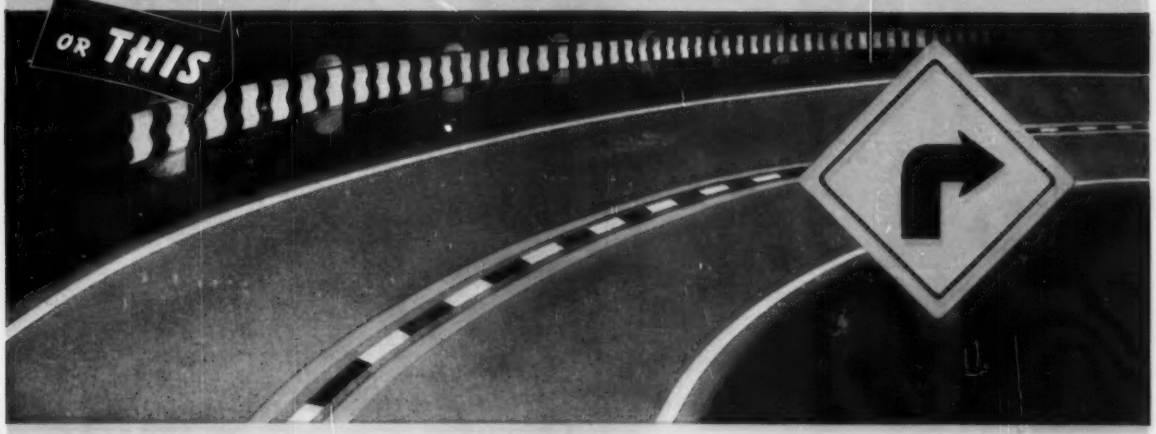

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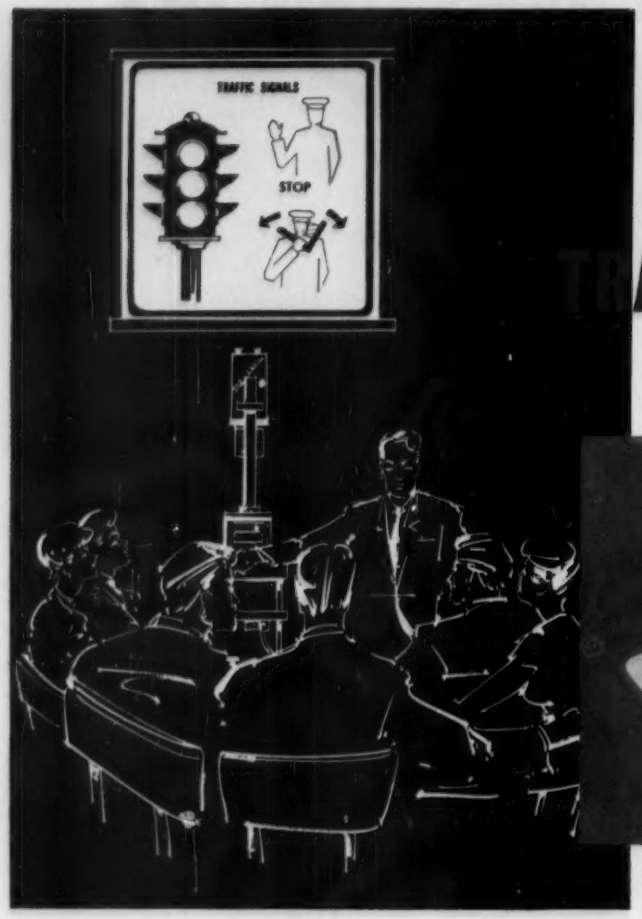

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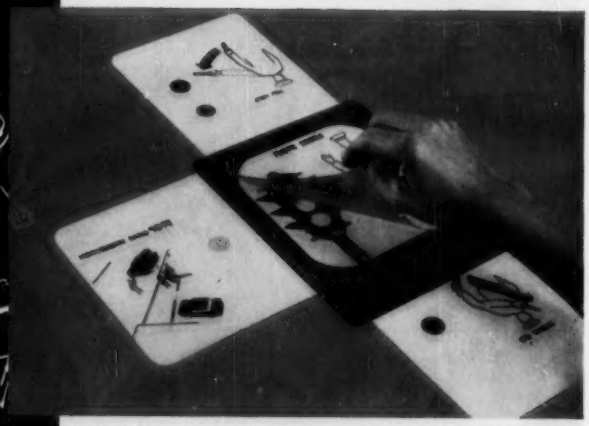

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Traffic Safety

Volume 55 Number 3 SEPTEMBER 1959

A NATIONAL SAFETY COUNCIL PUBLICATION

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TRAFFIC SAFETY is dedicated to the prevention of traffic accidents through the presentation of objective information and responsible opinion to official agencies, public support groups and the motor transportation industry. The views expressed do not necessarily reflect the beliefs or policies of the National Safety Council, but they are presented in the conviction that the pressing social problem of traffic accidents can best be resolved through freedom of expression and open debate.

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BETWEEN STOPS

How fast is too fast?

There is an answer to that—at least so far as six-year-olds are concerned—thanks to a humanitarian saleswoman.

A well-dressed man was browsing in a large department store and chanced to see a gasoline powered kiddy car. Curious, he asked a saleswoman how fast the car would go.

Top speed was about 20 m.p.h

Wryly, the man said that was all right for sissy kids, and he inquired about something a little faster for his boy.

"How old is he," the lady asked.

"Six," the man said with a very straight face.

The lady was understandably incensed. "You ought to be ashamed," she said. "Don't you know a child should be at least eight before driving faster than 20 m.p.h.?"

DEATHS UP SIXTH MONTH IN ROW, RATE REMAINS AT RECORD LOW

by H. Gene Miller

TRAFFIC deaths continued to increase in June, totalling 3,150 or 5 per cent more than in June 1958.

Each month this year has had more deaths than the same month last year, the rise varying from 1 per cent in April to 9 per cent in March. The six-month death total was 17,090, compared to 16,280 for the first half of 1958—a 5 per cent increase.

Disabling injuries during the first six months of the year are estimated at about 600,000. These are injuries resulting in disability beyond the day of the accident and do not include minor injuries which undoubtedly total many hundreds of thousands more.

Motor vehicle travel in the first six months is estimated at 5 per cent higher than last year. This increase in travel coupled with the 5 per cent increase in deaths produced a mileage death rate of 5.1, the same as the record low rate set for a comparable period in 1958.

H. Gene Miller is director of the National Safety Council's research and statistics department.

The increase in deaths is occurring principally in rural areas, according to state reports. In June, rural deaths were up 6 per cent while urban deaths were up only 1 per cent. For six months, rural deaths were up 6 per cent while urban deaths were up 3 per cent. About 700 of the 810 increase in deaths in six months occurred in rural areas.

Information is not available at this time to show precisely where the increase in travel is occurring, but based on past periods of sharply rising travel, indications are that the bulk of the increase is occurring in rural areas, as is most of the increase in deaths.

In June, states showing increases outnumbered those with decreases, 26 to 22.

For six months 17 states showed decreases while 30 had increases and one showed no change.

Of the 697 reporting cities in June, 106 had decreases in deaths, 466 reported no change and 125 showed increases. For six months, 235 cities had decreases, 221 no change, and 241 increases.

In June, 512 of the reporting cities had perfect records. Of these, the three largest were: Rochester, N. Y. (345,600), Toledo, Ohio (343,700), and Long Beach, Calif. (336,100).

For six months 266 of the cities still had perfect records. Of these the three largest were: Yonkers, N. Y. (183,200), Lincoln, Neb. (119,600), and Peoria, Ill. (114,000).

The leading cities in each population group at the end of six months, ranked according to the number of deaths per 10,000 registered vehicles, were:

	Reg. Rate	Pop. Rate
Group I (Over 1,000,000)		
Detroit, Mich.	2.6	8.4
Los Angeles, Calif.	2.7	14.4
Chicago, Ill.	2.7	7.3
Group II (750,000-1,000,000)		
St. Louis, Mo.	2.4	8.4
Cleveland, Ohio	2.8	8.8
San Francisco, Calif.	3.0	11.1

To Page 37

Leading at the End of June

States

Louisiana	—25 %	Illinois	— 3 %	Rochester, N. Y.	—64 %
Minnesota	—12 %	Florida	— 3 %	Norfolk, Va.	—50 %
Alaska	—11 %	Washington	— 3 %	St. Paul, Minn.	—45 %
South Dakota	—10 %	Delaware	— 3 %	Toledo, Ohio	—44 %
Ohio	— 8 %	Kentucky	— 2 %	Seattle, Wash	—41 %
Idaho	— 6 %	Utah	— 2 %	Jacksonville, Fla	—37 %
New Jersey	— 4 %	Wyoming	— 2 %	Akron, Ohio	—32 %
Massachusetts	— 4 %	New York	— 1 %	Minneapolis, Minn.	—29 %
		Virginia	— 1 %	Baltimore, Md.	—28 %
				Pittsburgh, Pa.	—28 %
				New Orleans, La.	—25 %
				Buffalo, N. Y.	—25 %
				Flint, Mich.	—25 %
				Syracuse, N. Y.	—25 %
				Richmond, Va.	—23 %

Cities

Atlanta, Ga.	—22 %	Oklahoma City, Okla.	—21 %
Indianapolis, Ind.	—19 %	San Diego, Calif.	—18 %
Boston, Mass.	—17 %	Providence, R. I.	—13 %
Dayton, Ohio	—11 %	Cleveland, Ohio	— 9 %
Miami, Fla.	— 8 %	Los Angeles, Calif.	— 7 %
San Antonio, Tex.	— 5 %	Louisville, Ky.	— 5 %
Chicago, Ill.	— 4 %	Denver, Colo.	— 4 %
Philadelphia, Pa.	— 3 %		

Today's Traffic

LOOKING AHEAD

Says two-tone cars safer

A vision expert says accidents on superhighways could be reduced by 20 per cent if all cars were painted two bright colors. Dr. Harvey Cohen, president of the Pennsylvania chapter of Vision Conservation Inc., reports that tests in several eastern states have shown two-tone cars are easier to spot than than those of solid color.

"Flying lady" must go

A Frenchman who owns a Rolls-Royce must now remove the famous "flying lady" mascot from the radiator, because of a new law banning all radiator mascots, sharp ornaments and protruding handles. The "flying lady" has been the Rolls-Royce symbol since 1911.

Violations and accidents

The Motor Vehicle Department of California has conducted a survey which shows a definite relationship between traffic violations and the number of accidents a driver is likely to have. According to the study, drivers with five violations or more have six times as many accidents as drivers who have clean records.

Curb service driver training

A bus — actually a mobile classroom — has been designed by Aetna to make its Drivotrainer available to schools too small for permanent installation. The bus is equipped with six Drivotrainer cars, three on each side of the aisle, slightly staggered and facing a motion picture screen that can be lowered near the front windshield. A single heavy-duty extension cord run from a 30-ampere outlet within the school building puts the bus in operation.

Color gives them away

In Maine they're thinking of "color-separating" the insured from the uninsured drivers. A proposed law would require distinctively colored license plates for vehicles of uninsured drivers. Should such a driver become insured, regular plates would be issued.

Make a virtue of necessity

The police department of Centralia, Ill., had so much trouble collecting on tickets issued to out-of-town motorists that they decided to invite visitors to park "on the city." Instead of a ticket, such parkers get a card reading: "The City of Centralia welcomes you. You need not deposit money in the meters while you are a guest of our city. We hope your stay will be a pleasant one."

PROBING ACCIDENTS IN DEPTH

These are the contributing elements of traffic accidents: the driver, the road, the automobile. But how do they inter-relate? This is the question on which a research project at Northwestern University will supply some answers.

A 62-YEAR OLD widow driving a 1956 Ford west on a two-lane street in Evanston, Ill., stopped at an intersection, began a left turn, and then smashed into an east-bound 1954 Plymouth.

The time: 5:50 p.m. on a Thursday in October, 1958. Weather: clear. Street: dry.

These are the dry bones of an accident. Many accident reports go no further than this, with the result that, for lack of data, accident analysis is often a primitive procedure.

Traffic safety men have recognized that much more is needed if they are to discover the "real" causes of traffic accidents. More and more they realize that driver behavior can be understood and evaluated only in relation to all the factors that affect it—in relation to its "total environment." They see the need for a more penetrating probe of accidents and the events that lead up to them.

Today such an investigation in depth of traffic accidents is being conducted by Northwestern University's Traffic Institute under the direction of J. Stannard Baker, the Institute's director of research. The study, formally known as "Case Studies of Traffic Accidents," is financed by the Bureau of Public Roads, the U. S. Public Health Service and the Automotive Safety Foundation.

For more than a year, a team of scientists — a doctor, a psychologist, and an engineer—operating out of the Institute has been taking a profound look into automobile accidents and the events leading up to them. Using the latest techniques, these scientists are placing individual accidents under the microscope in order to discover how the road, the vehicle, and the people involved contribute.

ALERTED by call from Evanston police, Traffic Institute research crew hurries to accident scene. If police and principals are willing, study gets underway. Doctor, psychologist and engineer gather facts.

How does the team operate?

Within minutes following an accident, the Traffic Institute's research team is alerted by the Evanston police dispatcher. The three scientists hop into a specially equipped station wagon and rush to the scene.

Arriving at the accident site, the station wagon is parked as close to the police car as possible to obtain benefit from the signs on the wagon which proclaim both "Northwestern University" and "Traffic Institute Research Unit." This helps to identify the research unit to the accident participants.

The team makes a quick survey of the situation to determine whether the accident is of a type appropriate to the study. Presently, accidents involving commercial or governmental vehicles, fatalities, negligible damage, or participants from out of the metropolitan area are excluded from consideration.

After the officers complete their investigation, they approach the psychologist and physician privately and

RESEARCHERS pool specialized knowledge. Together, psychologist and engineer examine vehicles involved to form clear picture of interrelation of accident factors. A complete phtographic record is made.

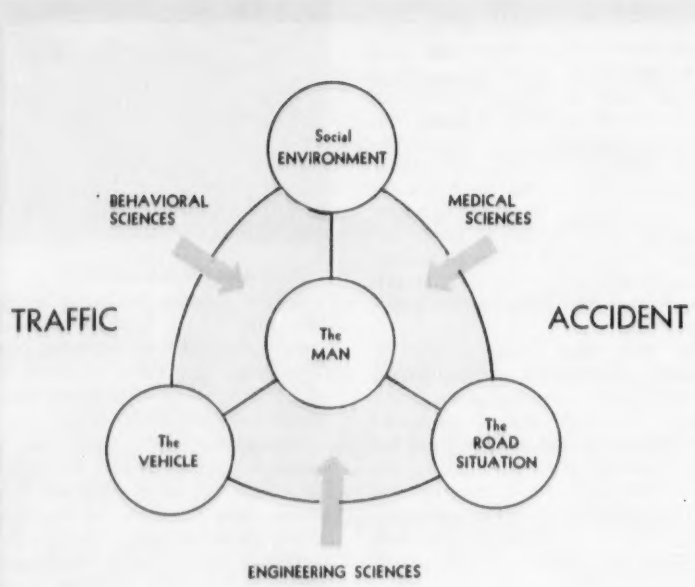
tell them whether they will turn over the accident and whether a citation is contemplated which might be waived if the drivers cooperate. Then the physician or psychologist makes the final decision as to accepting the case.

If it is accepted, the officer introduces the driver (or pedestrian) to the team who then explain the purpose of the study. This introduction by the police officers is most important in securing driver cooperation. The officer must identify the psychologist and the physician, state the nature of the project and make clear that it has the approval of the police and city officials. The greatest problem to overcome seems to be the public's reluctance to speak to others than the police. They have been conditioned to ambulance chasers or other questionable individuals at the accident scene. Many insurance companies caution their policy holders against discussing the accident with anyone except the police.

A Private Talk

Having introduced the research team and explained the approval of police and the city, the officer leaves the participant with the psychologist or physician. If the subject agrees to cooperate an appointment is made for a post-accident interview.

Meanwhile the engineer is busy checking such characteristics as road geometry, traffic control, skidmarks and vehicle characteristics. The vehicle characteristics report includes much more detail than the usual police report. For instance, comments are made on safety equipment such as seat belts, padded dash, padded sun visor, deep dish steering wheel; the lights—headlights, parking lights, tail lights, brake lights, directional signals; the brakes—type, pedal travel, distance between brake and accelerator pedal.



The engineer must complete his observations as quickly as possible because the people may wish to leave the scene or the vehicles must be towed away. Skidmarks, debris and other marks can be altered or obliterated by traffic in a short time, so they must be recorded rapidly. Visual obstacles such as parked cars change at frequent intervals.

The primary efforts by the physician and psychologist at the accident site have centered around securing the cooperation of the participants. This involves making the appointment for the post-accident interview and the building of friendly relations.

The psychologist and the physician observe the person and his reaction at the scene. They also examine transitory elements such as vehicles and traffic configurations. Colored photos of the driver's approach to the scene are taken by the psychologist. These are framed through the windshield to give a "driver's eye view" of the situation.

Emotional Complications

The investigation at the accident scene is complicated by the emotional trauma displayed by the participants. This can range from hysteria to mild excitement or tremor. This trauma complicates discussions with the participants at the scene, and in the post-accident interview it has been found that many are quite vague about the nature of the study even though it was explained to them thoroughly at the scene.

The major source of data comes from the post-accident interview. It is probably the most critical and difficult phase of the investigation. Interviews are scheduled for as soon after the accident as possible—that is, after the stress of the accident has dissipated, but before the participants forget the details.

Much information has been gathered before the post-accident interview begins. There are the material gathered at the scene, the photographs and the police report. Now is the time to dig beneath the surface facts and uncover the attitudes, events and motives that might throw additional light on the cause of the accident.

A medical questionnaire—some 10 pages long—is completed. This covers just about every aspect of the subject's medical history, family history, current ills, use of medications and drugs, and nervous reactions to stress.

The psychologist gathers data on driving experience, violations and li-

To Page 49

INQUIRY into accident victim's physical condition and medical history is made in post-accident interview, which includes medical and psychological interviews. Psychologist attempts to uncover attitudes. Victim reconstructs accident with aid of slides.

LABOR LEADERS ACT TO SLASH HOLIDAY ACCIDENT TOLL

Workers alerted to dangers of long weekend through labor press and all other media

ORGANIZED labor's all-out effort to slash the Labor Day accident toll is rolling.

With the memory of past Labor Day tolls to spur them on, labor leaders across the country are pledging their support to the All-Union Labor Day Safety Campaign which is designed to make labor's special holiday a time for rejoicing instead of a time for mourning.

The campaign is a combined movement by the Labor Conference of the National Safety Council and all segments of labor. P. L. Siemiller, International Association of Machinists' vice president and labor representative on the President's Committee for Traffic Safety, is chairman of the steering committee responsible for planning the drive.

To assist local labor organizations to conduct an effective program, the National Safety Council has prepared a kit of materials which has received wide distribution. The kit, provided free to organizations requesting it, contains an outline of the campaign, a news release, a poster on holiday hazards, talks suitable for use at union meetings, radio and TV announcements, and a newspaper mat. Demand for the kits gives a good indication of how the campaign is going. The original supply of 2,000 kits was exhausted during the first two weeks of the campaign.

From the beginning, top labor leaders have pushed the campaign vigorously. Among the first to recognize the tremendous possibilities of the program was the AFL-CIO, whose vice president, Richard F. Walsh, issued the following statement early in the drive:

"As the chairman of the AFL-CIO Committee on Safety and Occupational Health, I want to assure the National Safety Council and the NSC's Labor Conference that the millions of members of our unions will be alerted through our affiliated unions and through the bona fide labor papers and magazines regarding labor's special highway safety drive over labor's holiday. I am confident that the response and the cooperation will be excellent.

"The AFL-CIO is calling upon all its affiliated national and state and city central bodies to cooperate to the fullest possible extent in getting the highway safety message to the individual union members everywhere."

The United Mine Workers, led by their president, John L. Lewis, are strongly supporting the campaign. The Executive Board of the UMWA unanimously approved cooperative action with other labor in the campaign, and a directive was issued to all local unions urging them to push the campaign in every possible way.

Charles Ferguson, UMWA safety director and chairman of NSC's Labor Conference, expressed the mine workers' feelings in these words:

"The UMWA, which of grim necessity is one of the most safety-conscious organizations in the nation, gladly offers its full support and cooperation to the campaign to stop the holiday traffic slaughter.

"There is no more excuse for holiday traffic deaths than there is for mine explosions. Such disasters can be prevented. The UMWA, the coal mining industry and the federal and state governments, by cooperative efforts, have done much in the last few years to prevent the killing and maiming

JOINING FORCES to promote Illinois' Labor Day Safety Campaign are Reuben Soderstrom, president of Illinois State AFL-CIO, and Robert A. Campbell, coordinator of the state's division of safety.

of American coal miners. There is no reason why such cooperation cannot work to prevent holiday traffic accidents."

President J. P. Tahney has mobilized the American Railway Supervisors solidly behind the campaign. They are using the NSC kits to good advantage to warn their people of the dangers they face during the coming holiday.

Support of the district lodges and local lodges of the International Association of Machinists was recommended in the following letter from A. J. Hayes, international president:

"The National Safety Council has asked the organized labor movement to assist in the continent-wide effort to reduce traffic accidents on the highways during the Labor Day celebrations.

"This letter is to request that, in addition to the regular observance of Labor Day, each IAM district and local lodge take an active part in this worthwhile campaign. This means:

"Supporting the drive when it is proposed in the Central Labor Council.

"Obtaining the kit of safety materials available without cost from the National Safety Council.

"Publishing appeals in the district or local lodge publication and through news releases in the daily press, radio and TV.

"Devoting a few minutes to highway safety as a special order of business during August meetings.

"Handbilling and all other means available to your lodge."

The idea that safety is an *every* day driving "must" recurs in much of the campaign promotion. The Communications Workers of America, in a resolution endorsing the campaign, emphasize this point. The resolution, which was passed at the organization's annual convention, reads in part:

"Although special emphasis is being placed by the National Safety Council and organized labor on making Labor Day weekend a safe holiday, safety is a year-round job requiring constant attention by industry, labor and the public at large. To this end we all should be alert and keep safety constantly in mind—at home, at work, at play and especially on the highway.

Now, therefore, be it resolved, that this 21st Annual Convention strongly recommends to members of CWA that they:

"1. Do everything possible to make Labor Day a safe holiday.

"2. Extend the hand of cooperation to employers willing to place human life and safety before dollar dividends in a joint union-management effort to eliminate health and accident hazards from the communications industry.

"3. Continue to press for improved safety legislation on the federal, dominion, state and province levels so that safety codes and regulations can be improved to benefit those located in every community.

"4. Cooperate with the state, province and community safety committees wherever possible.

"5. Support the AFL-CIO Standing Committee on Safety and Occupational Health.

"6. Cooperate as much as possible in reporting safety hazards to the proper authorities.

"7. Drive with courtesy and safety at all times.

"Be it further resolved, that CWA:

"1. Urges local unions, in a position to do so, to make application for membership in the National Safety Council and participate in its fine work.

"2. Commend the National Safety Council for giving labor equal representation on its board of directors and for establishing a labor division to give safety service to local labor unions.

"3. Endorses the All-Union Labor Day Safety Campaign."

Campaign Will Succeed

THE RESPECT and honor which the nation pays its working men and women through the observance of Labor Day has become blood-stained in recent years by an appalling number of accidents on highways and streets. Most of the victims have been workers and members of their families. Deeply concerned about this desecration of labor's own day, all major segments of the labor movement are cooperating this year in a vigorous nationwide All-Union Labor Day Safety Campaign.

This is the first All-Union Labor Day Safety Campaign. I have more than high hopes for its success. This humanely conceived and thoughtfully planned campaign will be supported by union members all over the country. It will succeed. It will succeed in that it will save lives and decrease accidents this Labor Day.

—P. L. Siemiller
General Vice President,
International Association of Machinists
Labor Representative,
President's Committee for Traffic Safety

What effect do expressways have on the surrounding traffic environment? The answer to that question may explain why Chicago's Congress Expressway is the . . .

EXPRESSWAY WITH A BONUS

HAS the full story of expressway traffic safety been told?

Certainly, the achievements of modern highway design in reducing the accident toll, in comparison with older road systems, have been clearly demonstrated. In Chicago, for example, the most recent comprehensive statistics show that Chicago's 13 miles of new expressways are six times safer than the city's ordinary streets. This is an old story.

But out of the labyrinth of statistical data a new safety pattern seems to be emerging—a pattern which suggests that the parallel routes superseded by new expressways are also safer as a result of the new construction.

A Question Is Posed

The relatively unexplored question as to what effect expressways have on the whole surrounding traffic environment is eloquently posed by the Chicago expressway story.

The four major alternate routes to Chicago's new Congress Street Expressway are Jackson Blvd., Washington Blvd., Warren Blvd. and Augusta Blvd. In 1955, before the Congress Expressway was built, an estimated 242,400,000 vehicle miles was traveled on these four boulevards. The accident rate per 100,000,000 vehicle miles was 1193.

In 1957, with the new expressway in operation, the four boulevards carried 230,700,000 vehicle miles of traffic. The accident rate per 100,000,000 vehicle miles was 846.

Although the amount of traffic fell only 5 per cent, the accident rate was reduced by 29 per cent. The injury rate fell from 305 to 276, and the fatality rate fell from 2.9 to 2.6.

And this decrease in traffic accidents was not reflected in the statistics for the city's boulevard system as a whole. The accident record for the entire 206 mile Park District boulevard system showed 15,934 accidents in 1955 and 15,221 accidents in 1957 —a reduction of 722. Of these acci-

TABLE I

Accident Rates Before Congress Expressway

	Estimated Annual Vehicle Miles	Accidents			Accidents per 100,000,000 Veh. Miles		
		Total	Injury	Fatal	Total	Injury	Fatal
Jackson Blvd.	82,200,000	955	292	6	1,155	356	7.3
Washington Blvd.	83,100,000	925	219	1	1,115	264	1.2
Warren Blvd.	28,600,000	318	84	0	1,110	294	0.0
Augusta Blvd.	48,500,000	457	147	0	943	303	0.0
4 Blvd. Totals	242,400,000	2,655	742	7	1,193	305	2.9

TABLE II

Accident Rates After Congress Expressway

		Estimated Annual Vehicle Miles	Accidents			Accidents per 100,000,000 Veh. Miles		
			Total	Injury	Fatal	Total	Injury	Fatal
Congress Expressway	*	172,000,000	349	93	0	203	54	0
Calumet Skyway	**	22,178,000	34	12	0	153	54	0
Expressway Total		194,178,000	383	105	0	197	54	0
Lake Shore Drive	†	451,600,000	3,274	696	9	725	154	2.9
Jackson Blvd.	†	73,800,000	701	238	1	950	322	1.4
Washington Blvd.	†	79,800,000	659	205	2	800	257	2.5
Warren Blvd.	†	27,200,000	236	63	0	867	231	0.0
Augusta Blvd.	†	49,900,000	371	129	3	742	258	6.0
4 Blvds. Total	†	230,700,000	1,947	635	6	846	276	2.6
Madison Street	*	51,700,000	1,196	345	2	2,310	666	3.9
South Chicago Avenue	*	37,000,000	405	107	3	1,095	289	8.1
Western Avenue	*	217,500,000	3,230	744	9	1,480	341	4.1
All City and Park Streets	*	7,355,000,000	106,858	27,027	290	1,450	368	3.9

*Accident records are for 12 months, July 1, 1957 to June 30, 1958.
† Accident records are for calendar year 1957.
**Calumet Skyway, 5 months, April 16, 1958 to Sept. 16, 1958.

dents the four boulevards accounted for 2655 in 1955 as compared to 1947 in 1957—a reduction of 708.

In other words, the number of traffic accidents on all of Chicago's Park District boulevards, excluding the four in question, was reduced by .1 per cent, while the number of traffic accidents on the four boulevards parallel to the Congress Expressway was reduced by 36 per cent.

Had the Congress Expressway drained large quantities of traffic off the four parallel routes, one would naturally expect a reduction in accidents to follow the reduced congestion.

But it didn't work that way! There was no significant reduction in traffic on the four boulevards after Congress Expressway was opened. Congestion and exposure remained about the same.

An Increase On One

In fact, on one of the boulevards, Augusta, traffic actually increased after the expressway opened — from 48,500,000 estimated vehicle miles in 1955, to 49,900,000 estimated vehicle miles in 1957.

In spite of the increase in traffic on Augusta, the accident rate fell considerably—from 943 accidents per 100,000,000 vehicle miles in 1955, to 742 accidents per 100,000,000 in 1957. A decrease of 21 per cent.

Observers, then, must look elsewhere for an explanation.

Charles S. Michalski, traffic engineer for the Citizens Traffic Safety Board of Metropolitan Chicago has commented: "The comparison of the four boulevards with the entire system indicates that something unusual has happened. How much of this is due to Congress Expressway is difficult to determine."

A Partial Answer?

It has been suggested that segregation of traffic may have something to do with the accident picture. It is believed that the fast moving, long distance traffic predominates on Congress Expressway, while the boulevards are left with an increased load of slower, local traffic. The resulting lack of conflict of interest may partially explain the improved safety record on the four boulevards, but it is difficult to find a satisfactorily complete answer.

Still, something unusual has happened. The possibility that expressways may, in some way, have a beneficial influence on the surrounding traffic environment remains intriguingly suggestive.

Information Wanted

Before the question of the relationship between expressways and alternate routes can be satisfactorily clarified, additional facts must be gathered. TRAFFIC SAFETY magazine invites any of its readers who have relevant facts in their possession to submit them to the editors. If the necessary facts are made available, TRAFFIC SAFETY will publish a follow-up report in a future issue.

IACP Announces Inventory Awards

The International Association of Chiefs of Police has honored 11 states and 52 cities for meritorious work in police traffic supervision in 1958.

Five states and 29 cities were named for outstanding achievement awards and six states and 23 cities for certificates of achievement.

Outstanding achievement awards are based on performance evaluations of 90 per cent or higher for states and 85 per cent or higher for cities, as rated in the police traffic supervision section of the Annual Inventory of Traffic Safety Activities.

Certificates of achievement are given on the basis of 85 to 90 per cent performance evaluations for states and on 80 to 85 per cent for cities.

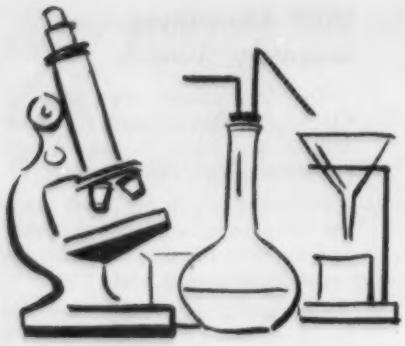
The Annual Inventory of Traffic Safety Activities is administered by the National Safety Council. The police traffic section of the Inventory is under the policy supervision of the International Association of Chiefs of Police.

Judges for the IACP awards were: James M. Slavin, chief of police, Kalamazoo, Mich., chairman; Col. Lawrence E. Beier, director, Enforcement Division and State Patrol, Wisconsin Motor Vehicle Department, and H. J. Lawrence, chief of police, Seattle, Wash. The awards and certificates will be presented in local ceremonies.

New Appointments For Howard Pyle

Howard Pyle, president of the National Safety Council, has been appointed chairman of the Advisory Council to the President's Committee for Traffic Safety.

He has also been appointed to the board of directors of the Inter-American Safety Council. The Inter-American Safety Council is the Latin American counterpart of NSC and operates throughout Central and South America.



CHEMICAL TESTS PROTECT YOU

The law is one thing, enforcing it another. Chem tests make it easier to enforce DWI laws fairly and justly

The Problem?

Too many drivers are mixing drinking with driving. On the basis of official reports from 21 states, the National Safety Council estimates that a drinking driver was involved in about 30 per cent of all fatal accidents.

The symptoms which result from too much alcohol are familiar to everyone, but they are not always conclusive evidence of intoxication. There is always the possibility that any one or more of at least 65 pathological conditions such as diabetes, epilepsy, shock, carbon monoxide poisoning, etc. may be the cause of abnormal behavior.

The purpose of chemical testing a suspected drinking driver is to determine by scientific evidence whether erratic driving or abnormal behavior was caused by alcohol and not some pathological condition.

Beyond that, the problem is to make the Driving While Under the Influence (DWI) charge stick.

Chemical tests for intoxication are now widely used, but they are still widely misunderstood by too many people.

As public understanding of chemical tests grows, so will public confidence.

What Are They?

Quite simply, chemical tests are a reliably scientific method for measuring the amount of alcohol in the blood.

The development of scientific methods for determining the degree of intoxication dates back over 100 years. The fact that alcohol is eliminated from the body through the lungs was first verified by scientific observation in 1854. Through the years scientists of many nations have contributed to the development and study of chemical tests for alcohol. In 1938 Dr. R. N. Harger invented the first practical portable breath alcohol apparatus, the Drunkometer. Since that time others have come on to the market also, the Breathalyzer, the Alcometer and the Intoximeter.

All of these measuring instruments operate on the same basic principle. The breath of the subject being tested is passed through a chemical reagent which changes color in proportion to the amount of alcohol present in the subject's breath. The amount of color change in the reagent is measured, either visually or by means of a photo-electric cell, and then translated on a calibrated scale to show the level of alcohol in the blood.

How Reliable Are They?

Completely reliable. But, like most scientific instruments, they perform best when they are operated by a trained operator.

The machines are so designed that they favor the suspect, not the official operating the equipment. Qualified technicians say that the machines "fail safe" if anything goes wrong with them. Finally, as a further safeguard, the machines are regularly inspected and checked either by the manufacturer or by a professional scientist within the police department—who also tests under laboratory conditions each new shipment of chemical to insure dependability.

How Should They Be Used?

Chemical tests should be regarded as only one of the two important weapons to be used against the drinking driver.

It is well known that persons of the same age and weight may show significant variations in their reaction to equal amounts of alcohol. Some are extremely susceptible while others are highly resistant. This is the most important reason for the necessity of obtaining evidence of both outward symptoms and chemical test results for the successful and *fair* prosecution of a case of DWI.

Although most scientists contend that a chemical test result showing .15 per cent blood alcohol or more is definite proof that a driver is unfit to drive, none of our courts has yet held that chemical test results alone are conclusive evidence of intoxication.

There should be at least three major steps in the preparation of a case against a suspected drinking driver: (1) Thorough examination of outward symptoms by the police, by means of such simple tests as walking a straight line or maintaining balance with the eyes shut; (2) Proper recording of such information on a standard form (Alcohol Influence Report Form) for later court presentation, and (3) A chemical analysis of body fluids or breath (properly conducted by a trained technician) to corroborate the outward symptoms of intoxication.

[Reprints of this fact sheet

Who's Qualified?

Any man trained and practiced in the theory and use of chemical testing machines is qualified to administer the breath tests.

The chemical testing machines are easy to use. Almost anyone can become expert in handling them. All the manufacturers of testing machines offer training courses, of about a week's duration, which are conducted by qualified scientists. When a man finishes one of these courses he has the training and the supervised practice necessary to warrant being called "a qualified technician."

One of the biggest pitfalls for a community is to purchase breath testing equipment and then expect results from untrained police officers who are called upon to operate them. Every police officer or technician who operates a breath testing device should have no less than one week of specialized training and, before presenting test results in court, should conduct numerous tests on drunks and lab samples of known quantities of alcohol to check his results against known values such as laboratory blood tests.

What Happens in Court?

Unfortunately, too many DWI cases are lost because of incompletely presented testimony.

The Supreme Court of the United States in February 1957 upheld the use of blood test results as evidence in traffic violation cases involving alcohol. By the end of 1957 there had been over 200 state appellate court and courts of final resort decisions in chemical test cases. Approximately 80 per cent of these higher court decisions were favorable and in nearly every case where the tests were properly conducted and properly presented in court, convictions were affirmed.

In those cases reversed by higher courts, the failure to properly prepare and present the evidence was the most prominent reason for reversal.

When chemical test evidence is introduced in court it should be done by the testimony of the person or persons who actually conducted the test in question. Police reports or laboratory records have been held to be hearsay evidence by several courts when presented without the supporting testimony of the person who actually administered the tests.

If defense counsel challenges the evidence of a chemical test, the prosecution must be prepared to introduce interpretative testimony through an *expert witness* who can testify as to the validity of chemical test evidence. In the case of a blood test, this may be the same witness who conducted the test—if he can qualify as an *expert* in the field of chemical tests.

The expert witness must be able to explain from research and experience the scientific reasons supporting his opinion as to the degree of influence based on the result of the test before he can qualify.

Every community with a test program should have available the services of a professional man to provide expert testimony in contested cases and to supervise the over-all testing program in the community. In each contested court case he must supply the testimony relating to the reliability and scientific principles of the particular test method employed and interpret the results of the test for the judge and the jury. Many cases have been lost in court because the prosecution attempted to supply these elements through the testimony of unqualified police officers who know nothing about the scientific principles of the particular method (usually breath) used.

It should be remembered that while almost anyone can be trained in a short time to properly administer a blood alcohol test, this training does not qualify him as an *expert witness*—as the courts define that term. An expert witness should be a doctor, a pathologist or a chemist with professional background in chemical testing.

How Much Prosecution?

Enough to deter drinking drivers and to protect the public.

Critical judgment, so necessary for safe operation of a motor vehicle, is impaired at a lower alcohol concentration than the ordinary driver realizes. The results of numerous scientific studies show that the muscular coordination needed to operate a motor vehicle safely is impaired in a large majority of persons by the time blood alcohol reaches .10 per cent, and it is known that the blood alcohol level at which judgment is affected is lower than that at which muscular coordination is affected.

In some communities with chemical test programs, enforcement agencies and some prosecutors have unwisely established a policy of not prosecuting suspected drivers with less than .15 per cent blood alcohol concentration for driving under the influence, regardless of how badly impaired the driver may appear—even though the law defines a "middle zone" and encourages prosecution if the burden of all evidence warrants a DWI charge.

If it is obvious from observable symptoms that a driver's abiliy has been impaired through intoxicants, and a chemical test shows his blood alcohol level to be between .05 and .15 per cent, he should be prosecuted for driving while under the influence of intoxicants.

are available. See page 28.]

RUSSELL BROWN HEADS INSURANCE INSTITUTE

RUSSELL I. Brown, commissioner of Iowa's department of public safety, has been named president of the newly-formed Insurance Institute for Highway Safety.

Brown is a career safety professional. He was graduated from Iowa State Teachers College, where he studied safety education and science, and holds a master's degree in safety from New York University.

He served as director of safety education in the Creston, Ia., school system and on the staff of the National Safety Council before joining the Iowa department of public safety in 1955 as director of safety education.

Russell I. Brown

Governor Loveless appointed Brown acting commissioner of public safety in 1957. He was the youngest person (at 32) ever to hold that post. In April of 1958, while still acting commissioner, Brown introduced a comprehensive safety program to the state at a time when the death toll was running 5 per cent ahead of the previous year. The upward trend was reversed and by year-end, Iowa's highway fatalities were 13 per cent under the 1957 figure—a saving of 92 lives.

The Insurance Institute for Highway Safety was formed in January by the National Association of Automotive Mutual Insurance Companies, the Association of Casualty and Surety Companies, and the National Association of Independent Insurers. The three groups represent 532 casualty insurance companies throughout the country.

The major phases of the Institute's program are: (1) promoting action programs in cooperation with federal, state and local agencies and officials, both public and private; and (2) providing financial or other assistance for agencies or organizations conducting or supporting effective programs for the advancement of highway safety.

According to Guy E. Mann, senior vice-president of Aetna Casualty and Surety Co., Hartford, Conn., and chairman of the Institute, the Institute will cooperate with existing safety organizations and governmental agencies. In addition, grants will be made in those areas in which the Institute feels expenditures are necessary to achieve greater safety on the highways.

Ten grants-in-aid totalling more than $400,000 have been approved by the budget committee. The largest sum, $158,000, will go to the Northwestern University Traffic Institute. Others are National Safety Council, $74,000; New York University (Center for Safety), $60,000; American Bar Association (Traffic Court Program), $46,000; American Association of Motor Vehicle Administrators, $31,000; National Committee for Motor Fleet Supervisor Training, $16,000.

Also, Products Committee for Traffic Safety, $10,000; National Committee on Uniform Traffic Laws and Ordinances, $6,500; Yale Bureau of Highway Safety, $2,200; and National Committee on Films for Safety, $250.

The institute will operate with a million dollar annual budget.

Ashworth, Donigan In New Posts

Ray Ashworth has resigned as director of the Traffic Institute of Northwestern University to become director of the newly established Field Service Division of the International Association of Chiefs of Police, with headquarters in Washington, D. C. He will continue as director of the Traffic Division of the IACP, which is expected to be housed with the new Field Service Division in Washington.

Robert L. Donigan, general counsel for NUTI since 1947, has been appointed acting director of the Traffic Institute by Franklin M. Kreml, director of the University's Transportation Center, of which the Traffic Institute is a division.

Ed Smith Joins Cancer Association

Edwin S. Smith has resigned from the National Safety Council to become executive secretary of the Monroe County Cancer Association, Inc., in Rochester, New York.

Smith has been a field representative for NSC in eastern and New England states for the past eight years following a five-year term as director of the Department of Health and Safety of the Rochester Chamber of Commerce. At the time of his resignation, he was confining his field work to New York.

The Cancer Association was established in January of this year and it is pledged to conduct a cancer control program throughout the county. In addition to Ed Smith, the staff will include a secretary, a social worker, and a nurse consultant.

Huber Named to Indiana Traffic Post

Albert E. Huber, director of the Indiana Office of Traffic Safety since 1956, has been named executive director of the Indiana Traffic Safety Foundation. Huber succeeds the late Hallie L. Myers.

Lucien C. Bever has been appointed director of the Indiana Office of Traffic Safety. He formerly served as assistant director.

Roberts Committee Hears NSC Views on Federal Leadership in Safety Device Use

Maj. Gen. George C. Stewart, executive vice president of the National Safety Council, recently presented the Council's views on H. R. 1341 (federal safety standards for federally owned or operated vehicles) to the Health and Safety Subcommittee of the Committee on Interstate and Foreign Commerce. General Stewart's statement follows.

* * *

THIS statement is directed only to the accident prevention merits of H. R. 1341. As the Committee probably knows, the National Safety Council is restrained by the letter and spirit of its Congressional Charter from becoming involved with the legal, financial or political aspects of specific legislation.

As background information, let me say that the National Safety Council's programs and activities in the field of traffic safety are planned and executed in support of the Action Program of the President's Committee for Traffic Safety.

This Action Program was developed in the 1946 Conference called by President Truman to find ways and means to stem the rising tide of traffic accidents. More than 2,000 delegates from 48 states, including public officials and private citizens, developed the program.

The program is comprised of the accident prevention techniques that have been tried and proven by actual experience in the states and communities. The program has been kept up-to-date and has been endorsed by the President's Committee for Traffic Safety and the President's Highway Safety Conferences of 1954, 1956 and 1958. It is a balanced program that takes into account such factors as laws, courts, education of the public, engineering, enforcement, highway construction and safety instruction of young people.

In working for the promotion and implementation of this program, the National Safety Council has established certain objectives. One of these objectives is that "motor vehicles should be progressively designed and constructed for safer operation and maximum protection from injury in an accident."

The Council believes that a requirement that government owned and/or operated vehicles be equipped with reasonable safety devices would contribute to the achieving of this objective. The Council further believes that the following specific benefits would accrue from such a requirement:

A. There would be some reduction in the number of accidents involving government vehicles, resulting from an increased safety consciousness on the part of operators whose vehicles were provided with protective devices.

B. There would be a substantial reduction in the number of deaths and in the severity of injuries resulting from the accidents which do occur.

C. The results described in A and B would serve as a large-scale demonstration of the effectiveness of safety devices and would bring about an increasing acceptance, even a demand, by the public that such devices be included in yearly stock models.

D. Operators of commercial fleets would be encouraged to install these devices in their vehicles.

E. Comparative accident experience could be developed that would undoubtedly result in additional and more effective safety devices.

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CHARLES G. MORTIMER, president of General Foods, fastens his seat belt as he discusses the merits of the safety device with Charles A. Clark, safety coordinator.

General Foods—at a cost of thousands of dollars—has had seat belts installed in all official cars at its headquarters in White Plains, N. Y., and in the 1,600 company-owned sales cars.

THE LEGISLATIVE HOPPER--

A roundup of significant traffic safety legislation

Driver Education

New Bills Introduced

New Hampshire—S. 159—relates to driver training for minors.

Pennsylvania—H. 1959—increases learner permit fee and allocates proceeds of increase to public school driver training program. H. 1960—amends provisions on financing of driver education program.

Action and Additional Information

California—H. 399—requires program of driver training for persons under age 16—passed House. HR 170—provides for study of driver education program—passed House. H. 1857—authorizes Department of Motor Vehicles to conduct driver improvement school—passed House.

Connecticut—SJR 241—relates to driver training courses—passed Senate.

Florida—S. 69—provides financing for driver training in secondary schools—withdrawn in Senate.

Illinois—H. 511—permits students under age 15 to commence classroom instruction in driver training—passed House.

Oklahoma—S. 213—provides system of compulsory driver education in high schools—passed Senate.

Pennsylvania—H. 1329—makes appropriation for promotion of highway safety education—passed House and Senate.

Executive Action

Connecticut—S. 1120—provides aid to towns for driver training—approved.

Florida—S. 264—restricts state-aided driver education to students under age 20—law without approval.

Juvenile Drivers

New Bills Introduced

Delaware—S. 202—relates to application for minors' driver license.

Minnesota—H. 178-X—provides for referring juvenile traffic offenders to juvenile court at county seat nearest place where violation occurred.

Action and Additional Information

California—H. 398—raises minimum driver license age from 16 to 18—passed and reconsidered in House. S. 1132—provides that juveniles served with traffic citation shall be brought before juvenile court—passed Senate and House. H. 719—relates to traffic violation reports concerning minors—amended, passed Senate; House concurs in Senate amendment. H. 2121—permits revocation of juvenile's driver license when involved in two hit-and-run accidents—passed Senate.

Connecticut—S. 933—defines liability of parent for damage to motor vehicle taken by minor without owner's consent—passed Senate. S. 770—discourages issuance of driver license to minors by increasing driver license fee 100 per cent—amended, passed both Houses; Senate concurs in House amendment.

Delaware—H. 341—relates to court jurisdiction over minors charged with traffic law violations—passed House.

Florida—S. 72—prohibits issuance of driver license to person under 18 who has not completed driver training course—withdrawn in Senate.

Illinois—H. 1288—permits issuance of driver license to persons of age 16 who have completed driver training course—tabled, House.

New Jersey—H. 566—exempts minors under age 17 who are charged with traffic violations from juvenile court jurisdiction—passed Senate.

Wisconsin—H. 569—provides for recovery by owner for damages to vehicles driven by spouse or minor child—passed House. H. 292—relates to disposition of traffic violations by juveniles and powers of juvenile courts—passed House. H. 782—amends provisions on revocation of driving privileges of juvenile drivers—passed House.

Executive Action

California—S. 671—provides that minors shall receive same treatment for traffic violations as adults—approved. S. 922—relates to suspension of driver license held by minor charged with speeding, reckless driving or drunk driving—approved. S. 871—places minors under same driver license suspension and revocation rules as adults—passed.

Connecticut—S. 280—requires consent of parent to issuance of driver license to person between 16 and 18—approved.

New Jersey—H. 566—exempts minors under age 17 who are charged with traffic violations from juvenile court jurisdiction—approved.

South Carolina—H. 1250—Increases minimum age for issuance of driver license to 16; does not apply to motor driven bicycles or motor scooters of five horsepower or less—approved.

Motor Scooters—Motorcycles

New Bills Introduced

New Hampshire—H. 476—concerns the issuance of licenses for the operation of motor scooters.

Action and Additional Information

Nebraska—LB 584—permits issuance of driver permits to persons under age of 15 to operate motor scooters—killed.

Ohio—H. 5—requires license to operate motor driven cycle to be signed by parent or guardian if holder is minor—passed Senate.

Executive Action

Florida—H. 644—amends vehicle laws relating to motor driven cycles—approved.

Radar—Speed Measuring Devices

Action and Additional Information

California—H. 2113—makes radar-obtained speed evidence admissible in court—passed House.

Illinois—S. 512—prohibits use of radar devices for speed limit control in area within 500 feet of speed limit sign—amended, passed Senate.

Oklahoma—H. 766—requires all new automobiles to be equipped with speed governors—killed, House.

Wisconsin—S. 311—relates to use of speed indicators in motor vehicles and permits speed governors—passed House.

Executive Action

Louisiana—SCR 7—authorizes State Police to use radar in enforcing speed regulations—adopted.

Chemical Tests—Drunk Driving—Narcotic Drugs

New Bills Introduced

Delaware—S. Sub 1 for S. 118—provides for chemical tests in drunk driving cases.

Action and Additional Information

California—H. 1301—fixes penalty for driving vehicle while under combined influence of liquor and drugs—passed Senate.

Florida—H. 563—provides for mandatory revocation of driver license upon conviction of driving under the influence of liquor or narcotic drugs—passed House.

Illinois—S. 773—provides for revocation of driver license of person arrested for drunken driving who refuses to submit to chemical tests—tabled, Senate.

North Carolina—S. 234—authorizes Department of Motor Vehicles to provide for 60-day suspension of driver license for first conviction of drunk driving—passed Senate.

Oklahoma—H. 652—provides for chemical tests in drunk driving cases—killed, House.

Pennsylvania—H. 1535—substitutes phrase "habit producing drugs" in place of "narcotic drugs" to bar persons from obtaining driver license who are addicted thereto—passed House.

Executive Action

California—H. 1965—requires revoca

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President's Committee Urges Application of Action Program

William Randolph Hearst, Jr., chairman of the President's Traffic Safety Committee, has issued the following public statement reaffirming the committee's belief that vigorous application of the tested techniques of the Action Program can halt the rising traffic toll.

* * *

THE Nation is facing a possible all-time record traffic death toll of approximately 40,000 this year.

It is estimated that the death rate per 100 million miles of travel, after a steady decline during the post-war years, will rise fractionally to 5.7, compared with the all-time low of 5.6 in 1958.

Traffic safety experts have forecast that the 1960 toll may be even higher, possibly reaching 41,000 unless the trend can be reversed promptly.

The disturbing development may be attributed to the increase in the number of vehicles and the greater travel that has accompanied the nation's recovery from the 1958 recession.

Whatever the reason, the Committee considers it certain that this upward trend from an already deplorable level is unacceptable to the people of this country, and must be reversed.

It is evident that action must be taken immediately on both short-term and long-range measures; and that the success of these measures requires the development of nationwide public support.

In spite of the record of recent months, the Committee believes that success can be achieved in the field of traffic safety through vigorous and intelligent application of the tested techniques set forth in its Action Program. This belief is abundantly supported by the accomplishments of states and cities that have applied these techniques.

The following are indispensable factors if any substantial and continuing success is to be achieved in reducing the toll on our highways:

1. Enactment, by every state and community, of sound, uniform traffic laws and ordinances.

2. Fair, firm and impartial enforcement of these laws and ordinances by properly trained and adequately equipped state and local police forces.

3. Traffic courts that dispense fair and impartial justice, fostering respect for the law and support for its enforcement.

4. Reasonable but strict requirements for obtaining and retaining a driver's license.

5. Development, by all states and communities, of adequate and uniform accident reports, and use of this information to determine needs and corrective actions.

6. Stimulation of construction of new highways, and rehabilitation and maintenance of those now existing, using the best engineering techniques to insure maximum safety.

7. Periodic inspection of all motor vehicles.

8. Nationwide instruction of young people in driving practices and attitudes.

9. Progressive improvement of motor vehicle design and construction to afford greater ease in safe operation and greater protection for occupants.

All of these elements call for a greater degree of continuing voluntary coordination among all public officials who have responsibilities in the field of traffic, and among private organizations engaged in traffic safety work. Special emphasis is needed on coordination between state and local levels.

In the field of long-range action, the Committee considers it essential that there be:

1. Advance planning by national, state and local authorities to determine future requirements of traffic and safety.

2. Immediate and substantial increase in research and development work relating to the causes of traffc accidents and injuries, and the corrective actions indicated to be needed.

The Committee looks to its Advisory Council to utilize the resources and experience of its members and the organizations they represent to accelerate their activities, and to seek new techniques and fresh approaches to deal with the problem.

The basic responsibility for improving the traffic accident situation lies with public officials; and they will need a wide choice of what they and their citizen leaders will employ as to means, priorities, timing and emphasis.

William R. Hearst, Jr.

The Committee, therefore, believes that the greatest contributions that can be made by organizations represented in the Advisory Council lie in activities that will:

1. Inform the public as to facts and needs.

2. Conduct research and fact finding.

3. Develop standards and recommendations.

4. Provide means for the exchange of information.

5. Provide facilities and resources for training.

6. Provide technical assistance in the field.

7. Assist citizens in creating and strengthening state and local traffic

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News from Capitol Hill

CONGRESSMAN Roberts, chairman of the House Subcommittee on Traffic and Safety, told the American Medical Association: "we must have improved safety standards in the automobiles we drive," and that he expects H.R. 1341, his bill for standards for federal vehicles, to make the safety standards regular equipment on all cars. "But after three years of pointing out some of the things which need to be done, and with no indication of early action on the part of anyone else, I believe we must pass some sort of legislation in the best interests of the motoring public." Elsewhere, Roberts said: "I don't see any reason why autos should be any more exempt from federal safety standards than airplanes. There is regulation over civil aviation. It is the same principle as making canned goods and drugs come up to standards of safety. The auto industry ought to put every known practical safety device on cars."

Congressman Roberts' new Subcommittee on Health and Safety held its first traffic safety hearings of the session. For three days, in- 722 (Bennett) [requires governors and other such devices], H.R. 880 (Multer) [requires certificate of fitness by manufacturers of cars as to inspection and good operating condition], H.R. 883 (Multer) [requires manufacturer to seal speedometer], H.R. 1341 (Roberts) [safety standards for federal vehicles], and H.R. 1346 (Schenck) [control of air pollution caused by auto exhausts].

In opening the hearing, Mr. Roberts said "We need safer auto- dustry, government and safety witnesses testified on five bills, H.R. mobiles," and stated that "promoting the production and operation of safer motor vehicles is a field in which the Federal Government has a definite responsibility."

Testimony Pro and Con

The Departments of Commerce and the Army, the General Services Administration and the Bureau of the Budget supported none of the bills under hearing. The Public Health Service stated, however, that there had not been adequate appropriations for research in traffic safety. The PHS representative said that "through better design of motor vehicles, the severity and frequency of traffic accidents could be reduced." He reported that from July 1957 through June 1958 "almost five million persons were injured in motor vehicle accidents" and "over 32 million person-days of work and two million person-days of school were lost."

The American Medical Association's representative, Dr. Horace Campbell, called traffic accidents "the nation's No. 1 health problem," and said that the time had come for federal regulation. He urged that seat belts and crash padding should become standard equipment on cars. The American Medical Association proposed consideration of at least 20 specified design features for safety.

The auto industry testified, through the industry-wide Engineering Advisory Committee of the Automobile Manufacturing Association, in opposition to the enactment of any of the bills being considered. "It would be both impractical and unnecessary"—said their spokesman—"for the Secretary of Commerce or any other federal authority to be directed to assume the responsibility for prescribing automobile design and production standards," even for federally-owned vehicles. Instead, the industry urged: (1) "strengthening the cooperation between the automobile industry and public bodies to develop new knowledge in every phase of safety," (2) "intensifying educational

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SAFETY PIONEER ROHWEDER DIES

Safety lost one of its outstanding leaders when Arthur V. Rohweder died in Duluth, July 15, at the age of 63.

Rohweder, superintendent of safety and welfare for the Duluth, Missabe and Iron Range Railway Co., and a member of the board of directors of the National Safety Council for more than 25 years, has been in the fore-

Arthur V. Rohweder

front of the safety movement for the past 40 years.

"His leadership," said Gen. George C. Stewart, executive vice president of the Council, "was a substantial factor in the development of safety programs throughout the nation."

William H. Cameron, one of the founders of the Council and its first managing director, recalled Rohweder's "persistent and consistent" devotion to safety through the years.

Rohweder, who was a life-member of NSC, served as vice president of the Council for industry, for local

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SCHOOL BELLS RING OUT FOR ELMIRA JAYWALKERS

HOW can a service club help in it's community's traffic safety effort? One of the best ways is to take over a job officials deem highly important in the community's current traffic picture.

This is what the Sertoma Club of Elmira, N. Y. did when Elmira decided to take practical steps to improve its pedestrian safety situation.

For several years the Elmira Traffic Advisory Committee had recommended that the city conduct an educational program for the control and correction of pedestrian conduct.

They Meant Business

In 1957, after an intensive study of pedestrian ordinances in neighboring cities, it was decided that an ordinance, properly enforced—and conducted in conjunction with a well-organized educational program—would be the most effective way to combat pedestrian accidents.

To put teeth into the ordinance —and also to do an educational job —a pedestrian violator's school was planned.

Chief of Police Eugene Golden, a member of the Elmira Sertoma Club, knew that the club was eager to help in the pedestrian program. He suggested to the club's board of directors that sponsorship of the violator's school would be the most valuable contribution they could make. The club bought the idea and immediately went to work on plans.

The pedestrian program was a community-wide effort. All media, plus civic-minded individuals and organizations, joined in.

A 60-day warning period preceded the actual enforcement of the ordinance. Pamphlets were distributed, the police safety car was put to work, and newspapers, radio and TV went into action. Pedestrians were warned that when the campaign started every violator would receive a summons to attend the pedestrian safety school for traffic violations. Anyone failing to heed the summons would be issued a warrant and would be subject to a minimum $5.00 fine.

When the 60-day warning period ended, Elmira pedestrians found out that the pedestrian ordinance was not to be ignored.

In the first month of its enforcement 100 walkers received summonses. Approximately 95 per cent of these showed up at the school without further urging. The others paid their fines and then took the course. By the end of last year 400 pedestrians had been through the school.

The effect of this combined educational and enforcement program is evident on Elmira's streets today. Pedestrians no longer show a dangerous disregard for their own safety. They walk warily, obeying signs and signals themselves and keeping a watchful eye out for careless drivers.

This improvement in pedestrian behavior is reflected in the accident record. In 1957 and 1958 there were no pedestrian fatalities in Elmira traffic. In 1956, four pedestrians had been killed.

The injury record is also improving. While there was a rise in pedestrian injuries in 1957, the 1958 record shows a drop of 36 per cent—58 injured in 1957, 37 in 1958. The injury rate is now a full 40 per cent lower than it was when the program began.

The violator's school follows much the same pattern today as it did when first conducted by Sertomans Earl Russell, Donald Guthrie and Carl Forrester.

No Red Faces

Sessions are held at the city hall on alternating Saturdays. Every effort is made to show the students that there is no intention of embarrassing them—that the object of the school is to bring home to participants the importance of safe walking practices.

As the violators enter the room, they are greeted by one of the officiating Sertomans who picks up each summons and checks off each name on the list supplied by the city recorder.

A second member then shows charts supplied by the Police Traffic Bureau giving the accident and fatality records for the past five years. Actual pictures of accidents in the Elmira

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INSTRUCTOR William Henry and Earl Russell, Sertoma president, conduct class. School plays no favorites—all violators must attend.

PUBLIC SAFETY EDUCATION— SOME OF THE GROUND RULES

AN ACTION PROGRAM FEATURE

by Jack Trimble

MANY people have only a fuzzy and half-formulated concept of what public education for traffic safety involves. Some think of it in terms of a safety slogan contest, or safety limerick competition. Others have a vague idea that it is concerned only with teaching high school kids how to drive.

What it boils down to in every day language is the job of keeping every driver and pedestrian reminded of his responsibilities while walking or driving, teaching him what he needs to know about these activities, and getting him to back traffic engineers and police and court personnel in the traffic control jobs they have to perform.

The Public Information Committee of the President's Highway Safety Conference defines the purpose of safety education as follows:

- To encourage each individual to accept responsibility for the solution of the highway safety problem, and give him specific information needed to protect himself from accident.
- To promote wider understanding and support for necessary engineering, enforcement and educational measures.

These statements of purpose may sound simple in themselves, but the road to achievement can be a rocky one. For that reason here is a brief review of some of the basic fundamentals of this important activity. It is by no means a complete study.

First off, let's face the fact that people will not bloom out into a state of high personal responsibility where behavior in traffic is concerned unless they are stimulated by logical reasons —such as awareness that they can hurt themselves and others if they don't follow the rules. And they aren't going to be concerned about supporting the police, or helping the engineer get his program going, unless they understand it will result in greater personal safety and faster movement.

Keep Selling

You must therefore keep selling and reselling the activities of the state and city departments—new laws or ordinances, new enforcement policies, new signs, signals, traffic routes and other engineering improvements. You must carefully explain in advance the need for and the value of any such measure, and tell when it is going to be introduced. You must convince the people that it is worth the money or the inconvenience it may seem to cause; that it is not just somebody's brain storm, but the result of careful study and is in line with what has proved effective elsewhere.

Then, after the improvement or the new measure has been inaugurated, your safety education program must keep selling it—pointing out its advantages, and as soon as possible publishing its favorable results.

Selling the traffic policeman as something beneficial and needed isn't always easy, particularly to those who have been ticketed for highway behavior they are not convinced was wrong, and who have grown up in the tradition that the traffic cops are natural adversaries they must fight right along with the traffic jam and parking headache. And getting acceptance of the traffic engineering program is not possible unless the public is told specifically why it is needed, and the many benefits to motorists and pedestrians which follow are given a "good hard sell." This is not possible without an organized and continuing program of education.

THE BASIC STEPS

The following are the basic steps in public education:

1. *Informing* the public of the seriousness of the accident problem—to the community and to each individual.

2. *Convincing* the people that traffic accidents can be prevented — by telling them the results achieved elsewhere or, better yet, in their own community.

3. Arousing a *public desire* for personal and community safety, so that the people as voters and taxpayers will be willing to devote to this purpose the necessary men, money and material.

4. Teaching the "how" of accident prevention so the people will be intelligently sympathetic with the engineering, legislative and enforcement measures that are undertaken.

5. Showing the individual the *specific ways* in which drivers and walkers like himself meet with accidents.

6. Pointing out to him the *dangerous habits* that lead to these unnecessary tragedies and the *safe practices* by which he and his family can avoid them.

Go After All Drivers

Perhaps the toughest of these points to score is that of getting through to the average driver and convincing him that he is the man you are talking about when you talk safe driving.

It is a fallacy that a small group of reckless or incompetent drivers account for a large share of the traffic accidents. They happen to the guy next door who is as careful, it appears, and as solid and conservative as the First National Bank. They happen to Mrs. Smith who is the vocal and vibrant soul of the PTA, and they may happen to you, even though you think you're the best informed and safest driver to come down the pike.

In any one year about 2 per cent of the drivers have 100 per cent of the fatal and personal injury accidents, and about 27 per cent have *all* the accidents. But the next year, and this is significant, it's an entirely different group having the accidents, people who may have sailed serenely down through the years without a bump or scratch. The number of drivers having repeated accidents year after year is relatively small.

Most severe traffic accidents strike out of the blue, coming as a complete and horrible surprise to the persons involved. Anyone who has experienced

THINGS TO AVOID

1. Don't embarrass or harass public officials.

2. Don't utilize the services of fanatics, cranks, and crackpots.

3. Don't stage some stunt or program that could result in an accident.

4. Don't allow any business organizations to exploit your program for competitive advantage.

5. Don't institute a project just to build up or publicize someone or your organization.

6. Don't try to hog all the credit. Do just the opposite.

7. Don't preach, use threats, use scare tactics to excess, or try to shock the public.

WHERE TO GET MATERIAL AND HELP

Your State Government
Your State Safety Council
Your Area Safety Council
National Safety Council
Insurance Associations

A parade of wrecked cars led by sound car, with appropriate banners and posters, helps remind drivers of hazards.

Several window displays which can be shifted from store to store help give program impact and widespread appeal.

Ad agencies often donate their highly creative talents in designing posters, leaflets and material for media.

or witnessed a serious accident will tell you this is how it is. To the persons affected, each severe accident is a shocking, tragic, unexpected and shattering experience.

Yet, almost every accident is but the logical result of a chain of circumstances leading up to the tragic climax. In many cases, incorrect actions have no dangerous results. Other drivers compensate for an error, or other factors may make the incorrect act unimportant. But often the events occur in a certain sequence and time, and for some reason the compensation for error is not made and a tragic crash is the terrible penalty.

The average driver who considers himself a safe driver and a very good one must be shaken out of the complacent belief that traffic accidents happen only to the "bad guys who are not safe drivers." That is public education's toughest job.

GETTING SET TO DO THE JOB

Traffic safety is a community problem and must be undertaken as such, with representatives of every segment of community life taking part.

Where a safety council or chapter of the National Safety Council now exists, this agency should take the lead in organizing for public safety education. If you plan to organize a new group or council to handle the job, go out after the top people in your area, the men and women who are leaders, who have the drive, know-how and influence to make things happen.

If feasible, the agency should have a permanent, paid staff. In small cities this is not always possible. Under such circumstances, some volunteer with sufficient time to carry out planning and administrative details should have responsibility for the program.

The planning or coordinating agency should enlist the aid of as many local civic, service, religious, fraternal and official groups as possible. It should include representatives from all of the following, and perhaps others in your community:

1. City (or state) government — especially schools and enforcement and engineering agencies.
2. All public information media— press, radio, advertising, television, etc.
3. Churches.
4. Schools — public, parochial and private.
5. Business and industrial associations.

Your public officials and high level representatives of local newspapers, radio and TV stations, industrial publications and house organs, local businesses, and schools should be consulted during the planning stages of your projects. If these people are kept fully informed and are allowed to contribute to planning, you can usually expect their full cooperation, which is essential to the success of your program.

PROGRAM SHOULD BE SELECTIVE

The long-range goal of your program is to reduce traffic accidents in your community, of course. But each part of the program should have immediate goals.

One emphasis project might have the aim of reducing rear-end collisions, another of reducing accidents involving aged pedestrians. Each emphasis project should be begun at a definitely scheduled time and should be terminated at a definite time. Allowing a project to die a slow death is a sure way of reducing its effect.

Some communities carry out a different emphasis project each month, but this is by no means the only way to get the job done. Don't overlook opportunities to carry out short campaigns. Some projects in your town may need attention for several months, or even a year. There is no harm in this if the momentum is maintained and there is enough variety in ways of hammering home the educational message.

And how do you select projects? Study your community's accident records. These reveal the direction selective education should take. They show: (1) the places where most accidents are happening, (2) the age and neighborhood groups most often involved, and (3) the law violations and other circumstances contributing to the accidents.

Begin with a careful study of the people you want to educate. Find out what things they are doing wrong, and then bombard them with information that will help them.

WHAT TO USE TO DO JOB

The proper use of each medium of public information involves direct experience in that field and considerable technical knowledge. No one man can be expected to supply all the answers. However, the persons who can help most, those in newspaper, radio, and advertising work, understand the power of media and the value of public service.

Be sure your traffic safety education group includes members whose daily work is in the field of public information. They are essential to bring the program proper guidance in media use, and to make representatives of each medium a part of the program.

Newspapers

One of your first steps will be to sell the managing editor or publisher on the value of continuing traffic safety education. In the same way, top executives in other fields, particularly radio and TV, must be sold on a policy of cooperation. Therefore, the contact men on your committee should be acquainted with the editors, publishers, newspaper advertising managers, radio executives and program managers, and advertising executives.

Very few laymen can write readable newspaper copy. Get someone who knows the ropes to handle this chore, or if this is not possible, give the editor a straight-forward statement and let him rewrite it. Newspapers want news, not vague generalities, not personal publicity.

Use all of these: straight news stories, human interest stories, cartoons and local comics, editorials, letters to the editor, special features, photo spreads, stories slanted to special departments, and columnists.

Photo spreads are an excellent way to tell your story. Map out your story, number of shots required to tell it, and submit it to the editors. If they like it, you are in. You may have to hire a photographer experienced in newspaper work to take the pictures, or the editor may assign a photographer to the story.

Accuracy—Be sure your facts are right and names, initials and addresses are complete and accurate.

Headlines—Don't bother, the paper will do this.

Ideas—Don't be afraid to ask newspaper men for their ideas. They will come up with suggestions and approaches that your committee may miss.

Length—Keep it short, a page or page and a half will usually do for most stories. Double space your copy, use one side of page only and leave space for headline.

Know deadlines—Give the paper's staff time to work on your story, don't bother editors when they are working against deadlines.

Delivery — Take or send copy to "city desk," not to any individual.

Radio and Television

Unless you are prepared to buy time, which is doubtful, you must confine your requests to announcements and programs classified by the stations as public service—time donated by the station to civic groups and causes. Such time is available without charge to organizations according to the station's judgment as to the importance of work and the general interest of the programs.

Don't demand more than your share of public service time; and when you get it, present good, lively programs of interest to everyone.

Once you have a program on the air, promote it through all available media. Then let the station know about your promotion in detail. Make your programs audience builders for the station and your subsequent requests for time will be welcomed.

Station contacts—The station manager is your man. Make your first contacts with him. Try to learn and to meet his exact needs and preferences. Compile a list of concrete suggestions, then return to him with your plans. If he likes your project, he will go along with you.

Advertising agencies handle radio advertising for sponsors. You may be able to obtain a list of agencies servicing the various programs and work with account executives on ways safety messages can be worked into the program. Direct contact with the program sponsor is sometimes desirable, particularly if he is a personal friend, or known to be friendly to the project. But the station management is your best bet.

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Stenciling safety messages at crosswalks is effective . . . a good project for Kiwanis club or other civic group.

A display at large industrial company reaches many workers. Personnel or safety directors are eager to help.

A human interest photo such as this, used to dramatize Slow Down and Live campaign, is welcomed by newspapers.

BOOSTERS

USE THESE AIDS . . .

School Days, School Days

FILMS

Noontime Nonsense—12½ min., color and b&w. How a high school solved its serious teen-age driving problem. National Safety Council, 425 N. Michigan, Chicago 11, Ill.

I'm No Fool on a Bicycle—8 min., color. Cartoon characters bring out safe bicycle riding practices. Primarily for grade school ages. Walt Disney Productions, 2400 W. Alameda Ave., Burbank, Calif.

Stop and Go on a Bike—13½ min., color. Marionette presentation of traffic regulations important to bike riders. J. C. Penney Co., 330 W. 34th St., New York 1, N. Y.

Bicycle Safety Skills—11 min., color and b&w. Promotes safe bicycle practices and good traffic habits. Coronet Instructional Films, 65 E. South Water St., Chicago 1, Ill.

Safe Bicycling—12½ min., b&w. Illustrates the ten commandments of bicycle safety. Raleigh Industries of America, Inc., 1168 Commonwealth Ave., Boston 34, Mass.

Your School Safety Patrol—14½ min., color and b&w. Illustrates rules and procedures covering patrol operation. AAA Foundation for Traffic Safety, 1712 "G" St., N.W., Washington 6, D. C.

School Bus Safety—18 min., color and b&w. Discusses the safety factors involved in transporting children to and from school. Acquaints bus drivers with correct maintenance

Funds getting low?

You can make them s t r e t c h by taking advantage of the low cost TRAFFIC SAFETY fact sheets. These attractive information bulletins do a top-notch safety selling job.

Have a look at these:

Boat Trailers (329.96-2)
Driver Improvement Schools (329.96-3)
Traffic Law Uniformity (329.96-4)
Use of Turn Signals (329.96-5)
Your Responsibility in an Auto Accident (329.96-7)
The Man with a License to Kill (329.96-8)
Drinking and Driving (329.96-9)
Vote for Driver Education (Driver Education in High School) (329.96-10)
Stopping Distances (329.96-11)
How to Park Your Car (329.96-12)
Driving on Superhighways (329.96-13)
Children in the Car (329.96-14)
Traffic Courts on Trial (329.96-15)
Tips on Mountain Driving (329.96-16)
Is Your Car Sick, Sick, Sick? (Vehicle Maintenance) (329.96-17)
Smart Drivers Use Seat Belts (329.96-18)
Driving Tips From the Pros (329.96-19)
Yield Signs and Flashing Lights (329.96-20)
Uncontrolled Intersections (329.96-21)

Order by title and stock no., e.g. Boat Trailers (329.96-2). NSC reprint prices: pkgs. of 50, $3.90; 100, $5.35; 500, $15.00; 1000, $28.00. Subject to 10 per cent member discount.

MATERIALS

ORDERS FOR POSTERS SHOWN CANNOT BE SHIPPED UNTIL AFTER NOVEMBER 1

and operational procedures, and highlights the correct use of safety patrols. University of Illinois Visual Aids Service, Division of University Extension, Champaign, Ill.

Priceless Cargo—18 min., b&w. A safety story dedicated to the safe transportation of children to and from school and urging action to eliminate hazardous road and traffic conditions. Superior Coach Corp., Lima, Ohio.

NSC AIDS

Fun on a Bike—An illustrated booklet presenting 13 basic safety rules for bicycle riders, especially directed to the youthful rider. Eight pages, 3½" x 6", two-color illustrations. Minimum order 50 copies. Stock No. 399.93. Each: 50, $.039; 500, $.034; 1000, $.03; 5000, $.028.

Hey—Bike-A-Roo!—A very brief leaflet for the very young bicycle rider, between the ages of seven and 11. Contains the elementary rules for bike safety. Illustrated in a cowboy motif. Four pages, 3½" x 6", two colors. Stock No. 399.94. In pkgs. of 100 each: 1 pkg. $2.00; 10, $1.20; 50, $.90; 100, $.85; 200, $.80; 1000, $.75; 2000, $.70.

Slow School—A four-page illustrated leaflet which emphasizes the necessity for obeying school zone signs. Stock No. 391.42. In pkgs. of 100 each: 1 pkg. $2.50; 10, $2.00; 50, $1.80; 100, $1.60; 200, $1.40; 1000, $1.20.

School Crossing Protection—Public Safety Memo No. 71. A technical discussion of the basic problems of school crosswalks. Stock No. 329.01-71. Each: 1, $.30; 2, $.22; 10, $.15.

Back-to-School Press Kit—A free mimeographed kit of back-to-school safety stories is available on request. Address requests to Public Information, NSC.

Include title and stock No. in all orders.

TRAFFIC POSTERS FOR DECEMBER POSTING

T-1721-C 25"x38"
T-1722-A 8½"x11½"

T-1723-B 17"x23"

T-1444-C 25"x38"
T-1445-A 8½"x11½"

T-0053-B 17"x23"

PRICES FOR ABOVE POSTERS

Traffic Posters—T-prefix to number

	1-9	10-99	100-999	1000-4999*
A Size	$0.17	$0.12	$0.07	$0.06
B Size	.30	.20	.165	.132
C Size	.40	.30	.24	.22

YOUR CREDIT LINE can be imprinted at time of the press run on Traffic B and C posters only. Orders for imprints on October posters above must be received by September 15, 1959.

Imprinting charges for these posters are $2.25 per lot plus an initial charge for each electroplate of $21.00 for C poster imprint and $12.50 for B poster imprint.

*Write for prices on quantities of 5,000 or more for special rates on annual poster orders.

PRICES SHOWN ARE SUBJECT TO A DISCOUNT OF 10% TO NATIONAL SAFETY COUNCIL MEMBERS

FLEET POSTERS

POSTER PRICES

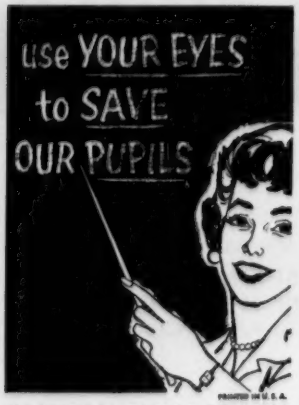
Posters illustrated on these pages are included in the automatic Motor Transportation poster services. Automatic poster sets are available on yearly subscription that provides (4) subjects per month viz. (2) "A" size (8½"x11½") and (2) "B" size (17"x23"). Automatic service is provided in the following categories:

City Truck	City Bus	Annual price 1 set only, $10.00; 2-9 sets, $9.30; 10 or more sets $8.20.
Intercity Truck	Intercity Bus	
Sales Truck	Taxicab	
Truck Terminal	Bus Te:minal	

Posters are available for individual selection at the following prices:

	1-9	10-99	100-999	1000-4999*
A size, any selection	.17	.12	.07	.06
B size, any selection	.32	.23	.195	.155

All prices shown are subject to a 10% discount to National Safety Council Members. *Write for prices on quantities of 5,000 or more. See page 29 for prices of posters with T-prefix.



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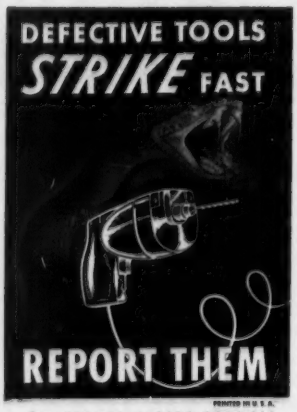

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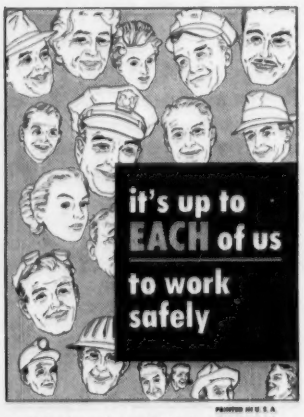

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KEEP TO THE RIGHT EXCEPT WHEN PASSING
THIS SIGN
As any one can see
Is met with no concern
When Pres don't read
And fail to heed
It's time they ought to learn.

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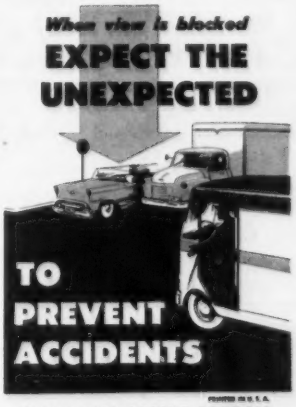

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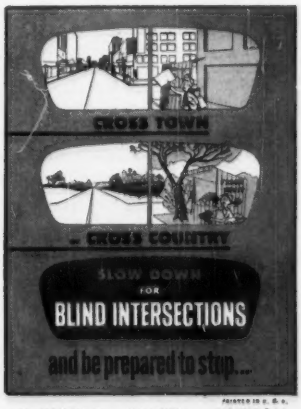

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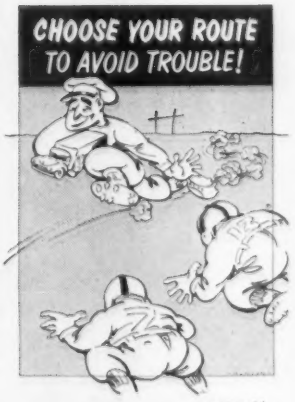

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V-0887-A 8½x11½

NATIONAL SAFETY COUNCIL

V-8387-B 17x23

TRANSPORT COWBOYS WILL CORRAL IDEAS AT CONGRESS

THE MOTOR transportation industry's biggest safety event of the year, the Commercial Vehicle and Transit Section sessions at the 47th National Safety Congress and Exposition, will feature branding irons and a crystal ball. At least that is what members might infer from reading the preliminary program.

Commercial Vehicle Section

The Commercial Vehicle Section will be one long "adult Western" whose principal events will be billed under such provocative headings as "Safety is No Bull," "When You're Paying for Steak—Why Eat Hamburger?" and "Does Your Program Bring Home the Bacon?"

The program event "What's Cookin' at Roundup Time?" will have a bronco busting twist for all present—a presiding panel will toss questions to the audience for a change.

Under the Tuesday afternoon theme of "Top Hands are Needed to 'Steer' Your Rigs" will be such fact-packed events as a talk by a well-known medical authority on how his profession can contribute to fleet safety and a talk by a noted ophthalmologist emphasizing good vision as an important ingredient in safe driving. Another expert will describe the hostile and impulsive mental attitudes that can trick drivers into accidents. His talk is entitled "Are Some Drivers Stampeding Into Trouble?"

Under the theme "There's Little Market for Injured Steers," cost and prevention of employe injury accidents will be discussed. This session will also explain how off-the-job accidents can hurt a company's profit and loss statement. This will be followed by workshops on occupational accident reporting, recording and analysis; programming to reduce occupational injuries; and use of off-the-job materials, services, and techniques available to the all round safety director.

Wednesday afternoon's session, "Fleet Accidents Can Put You in a Stew," will show how good accident investigation not only helps to cut claims costs but is necessary to carry out an effective training program. During this session also, an attorney will talk about what can happen when your driver ends up in court. Another speaker, an arbitrator, will describe what the fleet is up against when it must go before a jury as defendant in an accident suit.

A program item that promises to be of top interest to everyone is the presentation of some of the borderline accident cases submitted to the National Accident Review Committee—including the committee's decisions concerning preventability or nonpreventability.

In the session titled "Everyone A Grand Champion" the audience will have an opportunity to quiz a gallery of the greats in fleet safety, the eight winners of the Marcus A. Dow Memorial Award.

Transit Section

Keynoting the Transit section program will be a transit company president who will look into the crystal ball and tell what's ahead during the next 10 years for mass transportation and how these changes will affect the accident prevention program.

A well-known union official will talk about "The Labor Union's Place in your Safety Program."

Those who have never witnessed brainstorming as an idea-producing technique will have a chance to watch a group of 15 transit safety directors, under the leadership of an outstanding national advertising executive, "brainstorm" a familiar transit safety problem.

In a program feature reminiscent of the TV program "Face the Nation," safety directors will have a chance to grill representatives of a transportation department, maintenance department, schedule department, claims department, and personnel department. The event is billed as "Reviewing Top Safety Problems."

The question of developing good driver attitudes toward safety will be discussed by a top industrial safety expert. A college professor will describe "Commentary Driving," the technique of teaching drivers to talk their way to safety behind the wheel.

Another event on the program is a talk by an outstanding transit executive on what a top management study group found was most important in vehicle design from the standpoint of safety.

As has been customary in the Transit Section, the Wednesday afternoon session will be devoted to three workshop sessions. Topics for discussion this year are: "Controlling Troublesome Type Accidents," "Determining Preventability of Accidents" and "What New Ideas Have You Put Into Practice Since the Last National Safety Congress?"

Arthur V. Rohweder

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safety councils and for home and safety. As chairman of the National Conference on Home and Farm Safety, he helped found the Council's home and farm safety programs. He has served in many capacities on the executive committee of the Railroad Section and was the first president of the Veterans of Safety in 1941.

, The city of Duluth and the state of Minnesota have felt the impact of Rohweder's safety efforts.

In 1922 he helped organize the Duluth Safety Council and was one of the founders of the Duluth Industrial Safety School. He was one of the founders of the Minnesota Safety Council and was chairman of its executive committee from 1928 to 1938. He served as president from 1934 until his death.

Varied Interests

He was chairman of the Minnesota Public Safety Committee from 1934 to 1937. He had been safety advisor to the Governor of Minnesota and coordinator of safety activities of the Departments of State Government for more than 25 years. He had been general chairman of the Governor's Traffic Safety Conferences in Minnesota since 1947 and had been active as chairman of the Governor's Industrial Safety Conferences since 1950.

Rohweder also served as chairman of the Minnesota delegation and as a member of various committees of the President's Highway Safety Conference since 1946.

In the early days of traffic safety, he represented his state at the Hoover Conference of Street and Highway Safety in 1923.

Under his direction, safety activities of the Duluth, Missabe and Iron Range Railway have brought the company 16 first place honors from the National Safety Council's Railroad Employe's National Safety Award. His company also won 15 Harriman Awards for outstanding performance in passenger and employe safety.

Seventeen Win Railroad Awards

Seventeen U. S. and Canadian railroads have been honored by the National Safety Council for outstanding public safety programs for the general public and their employes.

The Council's Public Safety Activities Award, designed to recognize and stimulate community safety work by railroads in areas they serve, went to: Atchison, Topeka and Santa Fe Railway System; Atlantic Coast Line Railroad Co.; Baltimore and Ohio Railroad Co.; Canadian National Railways; Canadian Pacific Railway Co.; Chesapeake and Ohio Railway Co.; Chicago, Burlington & Quincy Railroad Co.; Delaware & Hudson Railroad Corp.; Duluth, Missabe and Iron Range Railway Co.; Elgin, Joliet & Eastern Railway Co.; Illinois Central Railroad; Pennsylvania Railroad Co.; St. Louis-San Francisco Railway Co.; Soo Line Railroad; Southern Pacific Co.; Texas and Pacific Railway Co., and Union Pacific Railroad Co.

Among activities recognized by the award are off-the-job safety programs for employes, cooperation with local safety councils and civic groups, participation by railroad personnel in community safety activities, and attention to public safety in institutional advertising and public information work.

Judges of the noncompetitive award were the Rev. W. Henry Shillington, Church Federation of Greater Chicago; Robert R. Hume, director of publications, Northwestern University Traffic Institute; Carl Shubert, personnel director, Lakeside Malleable Iron Co., Racine, Wis.; Charles Michalski, traffic engineer, Citizens Traffic Safety Board, Chicago, and Mrs. Marie Daugherty, American Farm Bureau Federation.

Judges and NSC staff members examine exhibit of railroad safety activities during recent award judging. Left to right are Mrs. Marie Daugherty, Jack Trimble, Charles Michalski, Robert Hume, The Rev. W. Henry Shillington, Henry Hoeffer, and Carl Shubert. The awards recognize outstanding off-job safety work of railroads.

HOW TO WOO AND WIN A CONTROLLER

by Walter H. Langseder

IT WOULD be wonderful if we were able to develop some sort of a magic formula that we could place before our controller so that we could get immediate approval for an unlimited budget for our safety program. It's not quite that easy, I'm afraid, because there doesn't seem to be any magic in the field of accident prevention. My experience has been that behind every efficient program there's a lot of sweat and tears.

Controllers, though they're ordinary people, have a peculiar habit. When it comes to money they want factual information on how, why, and for what this money is to be used. And they want to know where the profit is.

Profit Counts

We who have accepted the challenge of administering the safety program are dedicated to preventing waste and excessive costs, but to satisfy the controller we must also be able to show a profit for the expenditures we make. It's the expectation of profit that usually induces the controller to untie the purse strings.

Now, how do we forecast profit? Here I believe we must apply the theory that "A penny saved is a penny earned." I believe you will all agree that motor vehicle accidents must be considered preventable waste and as a result of these accidents you incur a non-productive operating expense. All accident costs are operating expense. How much you can logically earn with your safety program, in the eyes of the controller, depends on your current and past accident costs. Operating expense is a function of productive efficiency and is an ever-present concern of management. Today our economy is faced with constantly mounting costs combined with declining profits.

Every operator knows accidents cost money, and every operator should know that the actual accident expense is never determined unless accurate and complete cost records are kept. It is foolhardy to believe that accident costs only include the direct or self-evident costs for which actual expenditures are made. The indirect and intangible costs by far outweigh the direct costs. But the most important thing to remember about these costs is that only the prevention of accidents eliminates them.

By establishing a good accident cost record system, which gives you a 3D picture of your total accident costs, you provide yourself with a gauge by which you measure the need for and the extent of your accident prevention program. By describing this as a 3D picture, I am not suggesting that you set up an elaborate accounting system but that, in whatever system you choose, you be sure to include the three dimensions of total accident costs —direct, indirect and intangible.

With some help from your cost accountants you can set up a procedure for recording these costs. You must have a means by which to set up a realistic budget to purchase the tools, materials and ideas you need and at the same time forecast the profit that can be made. Accident costs must be weighed against the over-all cost of the program to determine whether the program should be modified or extended to produce the most economic results. A safety program that does not save money is not adequate.

Hit Jackpot

We know from experience that our safety program is a money maker. Back in 1948 we were threatened with the cancellation of our insurance coverage due to our loss experience being so poor. About every other car we owned was involved in an accident. We found ourselves with a loss ratio of 125 per cent. Needless to say, we were "encouraged" from several sources to better this experience. We did. After tabulating our accident costs, we determined the causes of our accidents and with the blessing of our management, we went to work. We instituted a driver education program and a driver examination program. We bought an incentive program and put our various divisions in competition with each other.

The results? After about four years of untiring effort, we hit the jackpot. We had a loss ratio of 13 per cent. It

Walter H. Langseder is automotive manager, Thomas J. Lipton, Inc., and director of safety, National Association of Fleet Administrators.

hasn't been that low since, but over a period of about 10 years our average loss ratio is 35 per cent. In dollars, we found that the savings in insurance premiums alone more than paid for the entire cost of our program. Our collision losses were reduced enabling us to self-insure. Our collision losses today are about one-third the premium we would have to pay for this coverage. We lose very little time having cars out of service for accident repairs. We've had very few personal injuries, and, to date, we've never had a fatality.

It's No Cinch

I have listened to some folks say that it's difficult and sometimes impossible to get management people to invest in a safety program. To some extent I must agree, for I've never seen anything worth having that's easy to obtain. Selling safety is difficult because it's intangible and quite unlike any other product. You never really know how much money you've saved or earned for your company because of the accidents you've prevented. A salesman can place $100,000 worth of orders on the sales manager's desk, and immediately he's convinced that there's a profit, but have you ever tried to convince a sales manager that you've earned $100,000 by the number of accidents you've prevented? It's difficult unless you have accurate records of your past and present total accident costs.

Usually the most convincing way to show the profit in your safety program is in chart form. By the use of charts you can illustrate the progress you've made in reducing accident frequency and severity. By comparing your experience over a period of years you have substantial proof of the profit you've made.

If you need more convincing proof that there's profit to be had in safety and that even one accident can be costly, perhaps a few case histories will help. Recorded in the NACCA Law Journal you'll find this:

Texas, December 1955 — For the death of a 36-year-old railroad engineer burned to death in a collision of his engine with a gasoline truck. In addition to the $76,000 award to the 28-year old widow, the jury awarded $43,000 to one minor son, $39,000 to another, $16,000 to the deceased's daughter and $9,000 to his parents. This suit was consolidated for trial with actions brought by the survivors of the other two crewmen also burned to death in the same tragedy. The awards to all survivors totaled $387,000.

New York, June 1956—Settlement in favor of a 31-year-old truck driver, father of four minor children, with weekly earnings of $125-$150 per week, for injuries suffered in a two-truck collision. Plaintiff was hospitalized for eight months, must sleep in a brace and get around in a wheelchair, as a consequence of the spinal injuries which have left him a paraplegic. Total cost of this accident was $159,000.

California, November 1955—Settlement for death of 30-year-old housewife, mother of minor plaintiffs and wife of adult plaintiff, a 31-year-old truck driver. The husband was driving a car with the wife asleep in the back seat when defendant's tractor-trailer jackknifed across the highway, striking plaintiff's car. His injuries were a ruptured colon, comminuted fractures of the arms and legs, concussion and severe brain damage — $140,000.

Stress Human Element

I would feel very remiss if you were to visualize nothing but a dollar sign, because I feel so strongly that there are other accident costs which have no pecuniary value. I would also feel that I had done a grave injustice if I were to say nothing about them.

There is no better way, that I know of, to murder a good safety program than to place too much emphasis on safety's importance to management. The emphasis must be placed on its relation to the employe's welfare. Employes are sure to resent any implication that the dollars and cents factor of safety is more important—or even equally as important — as their physical well-being. When stress is

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ACCURATE RECORDS of total accident costs help sell management on value of the sound safety program.

MORALE BUILDERS such as safe driver awards outweigh dollar savings with conscientious management

Indiana to Hold Leadership Seminar

A one-day traffic safety seminar for state safety chairmen of civic organizations in Indiana will be held at Indianapolis in September. It is being sponsored jointly by the Indiana Traffic Safety Foundation and the National Safety Council.

Purpose of the meeting is to train these civic leaders, so that they can then conduct similar sessions to instruct local chairmen and can disseminate information through their own channels to local unions and clubs.

It is expected that follow-through programs at the local level will be held throughout the state during November and December. Members of the Indiana Farm Safety Council, managers of local safety councils and local chambers of commerce and representatives of other groups will also attend the local seminars.

The following subject matter will be covered:

- Better driving techniques.
- Attitudes.
- Public support of the official program.

"Doc" Huggins Retires

W. A. Huggins, for many years executive secretary of the Governor's Traffic Safety Committee in California, has retired from state service.

A former newspaperman, Huggins became interested in traffic safety in 1932 while with the City of San Diego as secretary to the chief of police. He later became assistant to the city manager in charge of traffic safety and went from there to the state of California as coordinator of traffic safety education. He was named executive secretary of the Governor's Traffic Safety Committee in 1946 and has served in that capacity ever since.

Huggins has been a member of many state and national committees and served two terms as president of the Association of State and Provincial Safety Coordinators.

Here's Off-the-Job Help

If you need help in starting an off-the-job program—or ammunition to revitalize an existing one—the National Safety Council has a handy kit that will do the trick.

This off-the-Job Safety Kit (Stock No. 529.30) is a packet which contains about 85 items—booklets, instruction cards, planning materials, sources of help, posters and other materials. Each item in the kit can be purchased separately in any quantity from the Council.

Kit Prices: 1, $1.60; 2, $1.25; more than 10, $1.10.

News from Capitol Hill

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efforts to convince car owners of the value of safety features and practices," (3) "a mutual approach to safety regulations by way of performance levels rather than physical requirements," and (4) "an even greater [federal] part in supporting and coordinating research on the human aspect of driving, and on highway design and traffic engineering.

The American Association of Motor Vehicle Administration likewise opposed all five bills and any "federal intervention at this time."

Maj. Gen. George C. Stewart expressed the support of the National Safety Council for H.R. 1341. *(See Page 19.)*

Representatives of Cornell University and the Air Force testified on their crash research programs and findings, and on their conclusions that revised designs of automobiles, which produced good "packaging" of passengers, could reduce the frequency and severity of injuries from traffic accidents.

The American Public Health Association urged the Congress to consider the establishment of a national accident prevention center or institute to carry on basic and applied research necessary to establish safety standards and develop new techniques.

Legislative Hopper

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tion of driver license of person addicted to use of amphetamine—approved.

Florida—H. 147—provides mandatory jail sentence for second offense of drunk driving within five years of prior conviction—approved.

Nebraska—LB 694—provides for chemical tests for drunk driving and suspension; includes implied consent—approved.

Oregon—H. 353—deletes crime of manslaughter as a result of drunk driving or driving under the influence of narcotic drugs—approved.

Rhode Island—H. 1018—authorizes use of chemical tests in drunk driving cases; provides implied consent provision—approved.

Vermont—S. 9—authorizes use of chemical tests in drunk driving cases and makes provisions for implied consent—approved.

Seat Belts

Action and Additional Information

California—S. 1205—repeals requirement that Highway Patrol file report regarding effect safety belt would or would not have on vehicle accidents—passed House and Senate.

Michigan—H. 611—requires automobile manufacturers to install brackets on cars made after January 1, 1961 for fastening of safety belts—passed House.

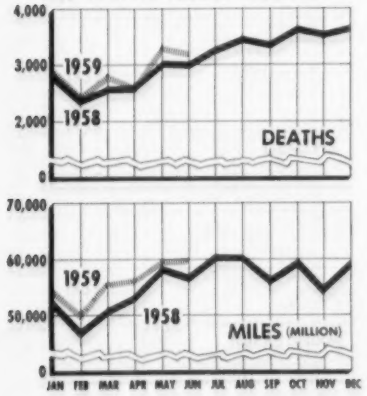
Wisconsin—HJR 62—requests Motor Vehicle Department to include seat belt information on its accident report forms—passed House. **SJR 46**—recommends use of seat belts in passenger cars—passed Senate.

Latest Traffic Accident Data

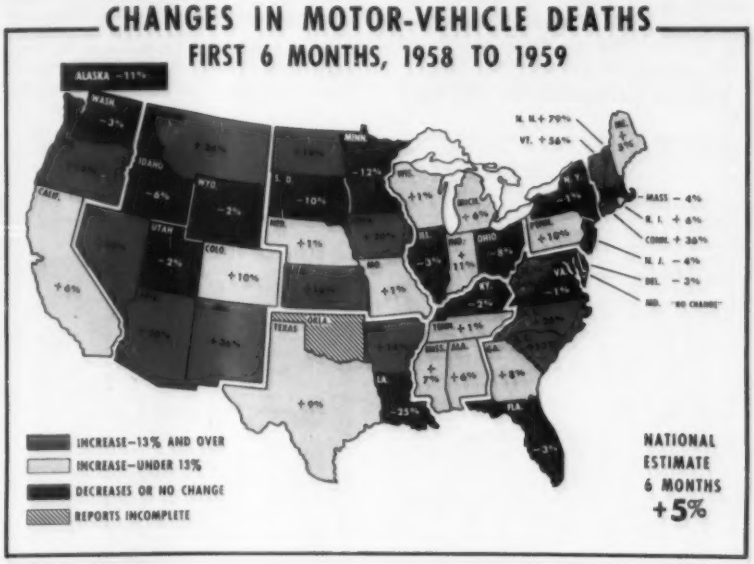
From Page 6

Group III (500,000-750,000)		
Seattle, Wash.	1.4	7.0
Minneapolis, Minn.	1.4	5.8
Milwaukee, Wis.	2.0	7.0
Group IV (350,000-500,000)		
Indianapolis, Ind.	1.2	5.6
Denver, Colo.	1.9	9.3
Memphis, Tenn.	2.0	5.7
Group V (200,000-350,000)		
Rochester, N. Y.	0.6	2.3
Toledo, Ohio	0.7	2.9
Wichita, Kan.	0.7	4.5
Group VI (100,000-200,000)		
Peoria, Ill.	0.0	0.0
Yonkers, N. Y.	0.0	0.0
Lincoln, Neb.	0.0	0.0
Group VII (50,000-100,000)		
Cedar Rapids, Iowa	0.0	0.0
Racine, Wis.	0.0	0.0
Muskegon, Mich.	0.0	0.0
Group VIII (25,000-50,000)		
Billings, Mont.	0.0	0.0
Wyandotte, Mich.	0.0	0.0
Yakima, Wash.	0.0	0.0
Group IX (10,000-35,000)		
Boulder, Colo.	0.0	0.0
Englewood, Colo.	0.0	0.0
Santa Cruz, Calif.	0.0	0.0

MONTHLY MOTOR VEHICLE DEATHS AND TRAFFIC TRENDS 1958-1959



CHANGES IN MOTOR-VEHICLE DEATHS
FIRST 6 MONTHS, 1958 TO 1959



MOTOR VEHICLE DEATHS AND CHANGES

Month	DEATHS 1956	1957	1958	1959	CHANGES 1956-1959	Last 12 Months 1957-1958	1958-1959	4 Mos. Mov. Ave.* '57-'58	'58-'59
January	2,954	2,882	2,770	2,880	— 3%		+ 4%		0%
February	2,652	2,508	2,360	2,410	— 9%		+ 2%		— 1%
March	2,940	2,843	2,560	2,790	— 5%		+ 9%		+ 2%
April	2,970	2,933	2,580	2,610	—12%		+ 1%		+ 4%
May	3,094	3,065	3,010	3,250	+ 5%		+ 8%		+ 5%
June	3,338	3,302	3,000	3,150	— 6%		+ 5%		+ 6%
6 Mos.	17,948	17,533	16,280	17,090	— 5%		+ 5%		
July	3,555	3,308	3,210			— 3%		— 6%	
August	3,535	3,635	3,450			— 5%		— 5%	
September	3,653	3,365	3,330			— 1%		— 5%	
October	3,476	3,466	3,600			+ 3%		— 1%	
November	3,603	3,620	3,510			— 4%		— 1%	
December	3,858	3,773	3,620			— 3%		— 1%	
Total	39,628	38,702	37,000						

All 1956 and 1957 figures are from the National Office of Vital Statistics. The 1958 and 1959 figures are National Safety Council estimates.

The 1959 national estimate is arrived at by assuming that the percentage change from 1958 to 1959 in the states reporting for both years reflects the 1958-1959 change in the entire country. First reports are preliminary, so revisions are made from time to time as later reports are received for the various months. Thus, figures above for 1959 may differ slightly from figures for the same months which will be published in future issues of TRAFFIC SAFETY.

*Four Months Moving Average is based on changes between the totals for four months instead of one month. For example, the April figure shows the change between the totals for January-April 1958 and January-April 1959, etc. Adding several months together tends to smooth out single month changes which may be affected by differences in the number of weekends in a month from one year to the next, random variations, etc.

TRAFFIC DEATHS—CITY RECORDS

The table covers only motor-vehicle deaths resulting from traffic accidents that occurred in the city. Nontraffic motor-vehicle deaths (where the accident occurred on home or work premises) are not included, nor are deaths in the city from accidents occurring outside.

Rankings are based on the 1959 registration death rate which is the number of deaths per 10,000 registered motor vehicles on an annual basis. Vehicle registration figures are for the year 1958 and were supplied by R. L. Polk & Company.

Cities are ranked by registration death rates—from low to high. When two or more cities have eactly the same rate, ranking is by total vehicle registrations—from large to small.

Cities shown in heavy type have improved in 1959 compared with 1958.

The population death rate is the number of deaths per 100,000 population on an annual basis. Populations are as of April, 1950, or later censuses taken by the U. S. Bureau of the Census.

	Six Months 1959	1958	1957	1959 Reg. Rate	1959 Pop. Rate
ALL REPORTING CITIES				2.2	8.5
Group I (1,000,000 and over)					
1. Detroit, Mich.	81	79	89	2.6	8.4
2. Los Angeles, Calif.	161	173	189	2.7	14.4
3. Chicago, Ill.	136	142	162	2.7	7.3
4. Baltimore, Md.	46	64	50	2.9	8.9
5. Philadelphia, Pa.	75	77	80	3.0	7.2
All cities in this group				3.4	8.9
6. New York, N. Y.	341	312	281	4.9	8.7
Group II (750,000 to 1,000,000)					
1. St. Louis, Mo.	36	30	38	2.4	8.4
2. Cleveland, Ohio	41	45	60	2.8	8.8
All cities in this group				2.8	9.0
3. San Francisco, Calif.	43	31	43	3.0	11.1
4. Washington, D. C.	33	26	31	3.1	8.0
Group III (500,000 to 750,000)					
1. Seattle, Wash.	20	34	19	1.4	7.0
2. Minneapolis, Minn.	15	21	22	1.4	5.8
3. Milwaukee, Wis.	25	23	22	2.0	7.0
4. Buffalo, N. Y.	24	32	28	2.1	8.1
5. Dallas, Tex.	31	31	34	2.1	10.7
6. Pittsburgh, Pa.	23	32	21	2.2	6.8
All cities in this group				2.4	9.3
7. Cincinnati, Ohio	27	19	33	2.6	9.4
8. Boston, Mass.	25	30	25	2.9	6.9
9. New Orleans, La.	27	36	47	3.0	9.0
10. Houston, Tex.	61	45	48	3.1	17.2
11. San Diego, Calif.	36	44	28	3.9	14.4
Group IV (350,000 to 500,000)					
1. Indianapolis, Ind.	13	16	19	1.2	5.6
2. Denver, Colo.	22	23	15	1.9	9.3
3. Memphis, Tenn.	14	12	17	2.0	5.7
4. San Antonio, Tex.	21	22	30	2.1	9.2
5. Portland, Ore.	23	21	20	2.3	11.2
All cities in this group				2.5	9.8
6. Kansas City, Mo.	20	16	19	2.8	8.3
7. Louisville, Ky.	21	22	19	2.8	10.3
8. Oakland, Calif.	24	20	26	3.2	12.5
9. Atlanta, Ga.	32	41	40	3.5	13.0
10. Birmingham, Ala.	27	21	19	3.9	15.1
Group V (200,000 to 350,000)					
1. Rochester, N. Y.	4	11	9	0.6	2.3
2. Toledo, Ohio	5	9	16	0.7	2.9
3. Wichita, Kan.	5	5	9	0.7	4.5
4. Syracuse, N. Y.	3	4	3	0.8	2.8
5. Flint, Mich.	6	8	7	1.2	5.6
6. Dayton, Ohio	8	9	12	1.2	5.3
7. Norfolk, Va.	6	12	6	1.3	4.1
8. Oklahoma City, Okla.	11	14	9	1.5	7.7
9. Providence, R. I.	7	8	9	1.5	5.6
10. St. Paul, Minn.	11	20	14	1.6	7.0
11. Grand Rapids, Mich.	9	8	10	1.6	8.5
12. Long Beach, Calif.	13	13	30	1.7	7.7
13. Richmond, Va.	10	13	10	1.7	8.4
All cities in this group				1.8	8.2
14. Tampa, Fla.	13	12	12	2.1	9.6
15. Miami, Fla.	23	25	19	2.2	17.8
16. Fort Worth, Tex.	18	16	17	2.3	10.9
17. Jacksonville, Fla.	12	19	9	2.5	9.6
18. Omaha, Neb.	17	11	8	2.9	12.2
19. Akron, Ohio	19	28	28	3.0	12.3
20. Worcester, Mass.	13	7	7	4.6	12.8
21. El Paso, Tex.	21	20	8	5.3	16.8
Group VI (100,000 to 200,000)					
1. Peoria, Ill.	0	2	6	0.0	0.0
2. Yonkers, N. Y.	0	1	4	0.0	0.0
3. Lincoln, Neb.	0	1	2	0.0	0.0
4. Erie, Pa.	1	1	9	0.3	1.5
5. Canton, Ohio	1	5	9	0.3	1.6
6. Saginaw, Mich.	1	2	9	0.4	1.8
7. Roanoke, Va.	1	3	7	0.5	2.0
8. Niagara Falls, N.Y.	1	5	3	0.6	1.9
9. Corpus Christi, Tex.	3	11	7	0.8	4.1
10. Rockford, Ill.	3	2	9	0.9	5.0
11. South Bend, Ind.	3	2	2	1.0	4.6
12. Tacoma, Wash.	4	8	9	1.0	5.1
13. Hartford, Conn.	3	1	3	1.0	3.2
14. Wilmington, Del.	3	5	2	1.1	5.4
15. Newport News, Va.	2	9	9	1.1	3.8
16. Montgomery, Ala.	3	2	1	1.1	5.2
17. Waterbury, Conn.	2	3	1	1.1	3.5
18. Madison, Wis.	3	2	2	1.1	5.4
19. Salt Lake City, Utah	6	10	3	1.2	6.2
20. Little Rock, Ark.	3	4	4	1.2	5.6
21. Spokane, Wash.	5	7	8	1.2	5.3
22. Dearborn, Mich.	5	14	10	1.3	7.7
23. Reading, Pa.	3	7	6	1.3	5.3
24. Trenton, N. J.	5	4	2	1.5	7.8
25. Fort Wayne, Ind.	6	5	7	1.5	7.8
26. Fresno, Calif.	7	4	7	1.6	11.4
27. Amarillo, Tex.	4	2	3	1.6	8.0
28. Elizabeth, N. J.	3	7	10	1.6	5.1
29. Shreveport, La.	6	5	5	1.6	7.5
30. Arlington, Va.	5	3	4	1.7	6.3
31. Berkeley, Calif.	4	5	0	1.7	6.8
32. Utica, N. Y.	3	3	2	1.7	5.8
33. Lansing, Mich.	5	6	5	1.7	8.9
34. New Haven, Conn.	5	4	7	1.8	6.0
35. Savannah, Ga.	5	3	5	1.9	7.7
All cities in this group				1.9	8.7
36. Bridgeport, Conn.	6	3	7	2.0	7.1
37. Des Moines, Iowa	9	7	8	2.0	9.8
38. Kansas City, Kan.	7	1	6	2.1	10.8
39. Allentown, Pa.	5	4	3	2.1	8.9
40. Youngstown, Ohio	7	8	7	2.1	7.5
41. Gary, Ind.	7	8	10	2.1	7.9
42. Nashville, Tenn.	9	12	6	2.2	10.3
43. San Jose, Calif.	11	10	6	2.3	13.9
44. Sacramento, Calif.	11	7	6	2.4	14.0
45. Evansville, Ind.	8	2	9	2.5	9.5
46. Glendale, Calif.	7	4	6	2.6	12.2
47. Pasadena, Calif.	9	7	11	2.8	15.7
48. Jackson, Miss.	7	4	4	2.9	11.9
49. Austin, Tex.	10	2	6	2.9	12.2
50. Charlotte, N. C.	11	7	7	2.9	14.1
51. Albuquerque, N. M.	13	8	7	3.1	15.3
52. Baton Rouge, La.	11	9	5	3.1	14.6
53. Duluth, Minn.	7	11	6	3.2	13.3
54. St. Petersburg, Fla.	16	7	13	3.5	24.1
55. Lubbock, Tex.	10	3	1	3.9	19.0
56. Mobile, Ala.	13	12	10	3.9	15.0
57. Hammond, Ind.	8	8	12	4.4	14.7
58. Chattanooga, Tenn.	13	11	10	4.5	19.8
59. Phoenix, Ariz.	26	20	7	4.7	32.5
Group VII (50,000 to 100,000)					
1. Cedar Rapids, Iowa	0	3	4	0.0	0.0
2. Racine, Wis.	0	0	0	0.0	0.0
3. Muskegon, Mich.	0	2	4	0.0	0.0
4. Bethlehem, Pa.	0	0	3	0.0	0.0
5. Evanston, Ill.	0	0	3	0.0	0.0
6. Mansfield, Ohio	0	2	2	0.0	0.0
7. Asheville, N. C.	0	2	1	0.0	0.0
8. East Orange, N. J.	0	2	4	0.0	0.0
9. Oak Park, Ill.	0	1	1	0.0	0.0
10. Euclid, Ohio	0	3	2	0.0	0.0
11. Fullerton, Calif.	0	0	3	0.0	0.0
12. Dubuque, Iowa	0	0	1	0.0	0.0
13. Bloomfield, N. J.	0	0	1	0.0	0.0
14. Medford, Mass.	0	0	3	0.0	0.0
15. Cuyahoga Falls, Ohio	0	0	0	0.0	0.0
16. Charleston, S. C.	0	2	2	0.0	0.0
17. Woonsocket, R. I.	0	0	2	0.0	0.0
18. East Chicago, Ind.	0	3	2	0.0	0.0
19. Fort Lauderdale, Fla.	1	4	3	0.4	3.2
20. Schenectady, N. Y.	1	3	3	0.4	2.0
21. Colorado Spgs., Colo.	1	2	3	0.4	3.2
22. Kalamazoo, Mich.	1	4	4	0.5	2.7
23. Binghamton, N. Y.	1	2	1	0.5	2.4
24. Terre Haute, Ind.	1	2	0	0.6	2.7
25. Ogden, Utah	1	4	3	0.6	3.1
26. Battle Creek, Mich.	1	0	2	0.6	3.6
27. Waterloo, Iowa	1	5	4	0.6	2.9
28. San Mateo, Calif.	1	3	1	0.7	3.0
29. Anderson, Ind.	1	0	2	0.7	3.9
30. Aurora, Ill.	1	1	2	0.7	3.5
31. Wilkes-Barre, Pa.	1	4	2	0.7	2.6
32. Ann Arbor, Mich.	1	2	0	0.7	3.7
33. New Rochelle, N. Y.	1	2	1	0.8	2.7
34. Portland, Maine	1	0	5	0.8	2.5
35. Lorain, Ohio	1	4	0	0.8	3.3
36. Pontiac, Mich.	2	8	1	0.8	4.8
37. Waukegan, Ill.	1	2	0	0.9	4.0
38. Elmira, N. Y.	1	0	0	0.9	3.7
39. Springfield, Mo.	2	3	6	1.0	5.0
40. Pittsfield, Mass.	1	3	1	1.0	3.6
41. West Palm Bch., Fla.	2	3	3	1.0	7.8
42. Las Vegas, Nev.	2	1	0	1.1	7.5
43. Wichita Falls, Tex.	2	4	3	1.1	4.4
44. West Allis, Wis.	1	2	3	1.2	3.2
45. Waltham, Mass.	1	2	1	1.2	4.0
46. Lancaster, Pa.	2	2	4	1.2	5.9
47. Stamford, Conn.	2	3	3	1.2	4.6
48. Springfield, Ill.	3	4	1	1.2	7.4
49. Greenville, S. C.	2	1	3	1.3	6.2
50. Reno, Nev.	2	3	1	1.3	7.6
51. Columbia, S. C.	3	1	7	1.3	6.2
52. Santa Monica, Calif.	2	5	6	1.3	5.2
53. Alexandria, Va.	3	2	4	1.3	6.9
54. Winston-Salem, N. C.	3	5	4	1.4	6.6
55. Decatur, Ill.	3	6	6	1.4	7.6
56. St. Joseph, Mo.	2	2	2	1.4	5.1
57. White Plains, N. Y.	2	1	1	1.4	7.9
58. New Britain, Conn.	2	4	1	1.5	4.6
59. Alameda, Calif.	2	1	1	1.5	5.5
60. Newton, Mass.	3	1	6	1.6	6.9
61. Hamilton, Ohio	3	3	3	1.6	8.3
62. Covington, Ky.	2	2	2	1.6	5.5
63. Joliet, Ill.	3	3	4	1.7	9.9
64. Jackson, Mich.	3	0	1	1.7	9.8
65. Santa Barbara, Calif.	3	4	1	1.7	10.8
66. Lexington, Ky.	3	3	1	1.8	9.0
67. Orlando, Fla.	6	0	3	1.8	13.4
68. Raleigh, N. C.	3	3	2	1.8	8.5
69. Augusta, Ga.	3	2	1	1.8	8.1
70. Topeka, Kan.	5	4	3	1.8	12.1
71. Council Bluffs, Iowa	2	3	1	1.8	7.5
72. Davenport, Iowa	3	1	2	1.9	7.4
73. Macon, Ga.	4	0	2	1.9	11.4
74. Johnstown, Pa.	3	2	3	1.9	9.4
75. Lynchburg, Va.	2	1	3	1.9	7.5
All cities in this group				2.0	8.4
76. Bay City, Mich.	3	0	2	2.1	9.9
77. Hayward, Calif.	4	4	1	2.1	14.6
78. Portsmouth, Va.	3	2	3	2.1	7.0
79. Sioux Falls, S. D.	3	1	0	2.1	10.1
80. Mt. Vernon, N.Y.	3	1	0	2.1	7.9
81. Lwr. Merion Twp., Pa.	2	1	1	2.1	6.9
82. Santa Ana, Calif.	5	0	1	2.1	14.4
83. Lincoln Park, Mich.	2	2	3	2.1	7.4
84. Lynn, Mass.	3	2	0	2.2	6.1
85. Lake Charles, La.	3	4	1	2.2	10.7
86. Pawtucket, R. I.	3	1	1	2.2	6.9
87. Passaic, N. J.	2	1	3	2.2	6.9
88. Huntington, W. Va.	4	3	2	2.2	9.3
89. St. Clair Shores, Mich.	3	2	0	2.3	9.6
90. Pensacola, Fla.	4	2	1	2.3	15.7
91. Gadsden, Ala.	2	2	3	2.3	6.2
92. Lakewood, Ohio	3	1	2	2.5	8.5
93. Brookline, Mass.	2	4	2	2.5	7.0
94. Burbank, Calif.	6	2	2	2.5	13.2
95. Richmond, Calif.	5	3	2	2.7	10.1
96. Green Bay, Wis.	4	2	3	2.7	14.6
97. Manchester, N. H.	4	1	2	2.8	9.1
98. Springfield, Ohio	5	2	2	2.8	11.3
99. Riverside, Calif.	6	4	5	2.9	15.9
100. Abilene, Tex.	5	1	0	2.9	16.4
101. Durham, N. C.	5	4	5	3.0	14.0
102. Greensboro, N. C.	6	5	5	3.1	14.7
103. Columbus, Ga.	6	1	1	3.1	13.4
104. Warren, Ohio	5	1	1	3.2	15.8
105. San Angelo, Tex.	4	0	3	3.2	14.6
106. Norwalk, Conn.	3	1	5	3.2	9.8
107. Stockton, Calif.	9	5	8	3.2	23.6

	Six Months 1959	1958	1957	1959 Reg. Rate	1959 Pop. Rate
108. San Bernardino, Calif.	9	8	9	3.3	21.7
109. West Hartford, Conn.	3	0	1	3.3	10.3
110. Compton, Calif.	6	5	5	3.4	18.8
111. Fort Smith, Ark.	**4**	**5**	**9**	**3.5**	**13.3**
112. Atlantic City, N. J.	3	2	1	3.6	9.7
113. Pueblo, Colo.	8	2	2	3.6	19.4
114. Miami Beach, Fla.	5	5	5	3.6	19.6
115. Hampton, Va.	**5**	**13**	**3**	**3.7**	**12.5**
116. Tucson, Ariz.	9	3	10	3.7	25.7
117. Charleston, W. Va.	6	1	1	4.0	16.3
118. Beaumont, Tex.	10	4	5	4.0	21.3
119. Royal Oak, Mich.	8	1	3	4.2	22.4
120. Brockton, Mass.	5	5	4	4.5	15.9
121. Meriden, Conn.	4	1	1	4.5	15.6
122. Kenosha, Wis.	7	1	1	4.9	21.6
123. Greenwich, Conn.	4	1	6	5.0	15.5
124. Tuscaloosa, Ala.	6	2	0	5.9	21.1
125. Warren, Mich.	6	5	3	6.2	18.9
126. Sioux City, Iowa	11	3	5	6.7	24.8

Group VIII (25,000 to 50,000)

1. Billings, Mont.	**0**	**1**	**0**	**0.0**	**0.0**
2. Wyandotte, Mich.	**0**	**1**	**4**	**0.0**	**0.0**
3. Yakima, Wash.	0	0	1	0.0	0.0
4. Vancouver, Wash.	**0**	**1**	**7**	**0.0**	**0.0**
5. Boise, Idaho	0	0	1	0.0	0.0
6. Tallahassee, Fla.	**0**	**3**	**0**	**0.0**	**0.0**
7. Modesto, Calif.	**0**	**4**	**1**	**0.0**	**0.0**
8. Casper, Wyo.	0	0	0	0.0	0.0
9. Elkhart, Ind.	**0**	**1**	**2**	**0.0**	**0.0**
10. Plainfield, N. J.	**0**	**2**	**1**	**0.0**	**0.0**
11. Elyria, Ohio	0	0	0	0.0	0.0
12. Wauwatosa, Wis.	**0**	**1**	**2**	**0.0**	**0.0**
13. Rochester, Minn.	**0**	**2**	**2**	**0.0**	**0.0**
14. Newburgh, N. Y.	**0**	**1**	**1**	**0.0**	**0.0**
15. Bellingham, Wash.	**0**	**2**	**1**	**0.0**	**0.0**
16. Sheboygan, Wis.	0	0	1	0.0	0.0
17. Aurora, Colo.	**0**	**1**	**0**	**0.0**	**0.0**
18. Danbury, Conn.	**0**	**1**	**3**	**0.0**	**0.0**
19. Beloit, Wis.	**0**	**1**	**4**	**0.0**	**0.0**
20. Portsmouth, Ohio	0	0	1	0.0	0.0
21. West Covina, Calif.	**0**	**3**	**4**	**0.0**	**0.0**
22. Barberton, Ohio	**0**	**5**	**1**	**0.0**	**0.0**
23. Rome, N. Y.	0	0	0	0.0	0.0
24. Linden, N. J.	**0**	**4**	**2**	**0.0**	**0.0**
25. Mishawaka, Ind.	0	0	4	0.0	0.0
26. Hamtramck, Mich	**0**	**1**	**2**	**0.0**	**0.0**
27. Michigan City, Ind.	**0**	**2**	**4**	**0.0**	**0.0**
28. Monroe, Mich.	0	0	2	0.0	0.0
29. Birmingham, Mich.	0	0	1	0.0	0.0
30. Bloomington, Ill.	0	0	4	0.0	0.0
31. Mt. Clemens, Mich.	0	0	1	0.0	0.0
32. Burlington, Iowa	**0**	**2**	**3**	**0.0**	**0.0**
33. Norwich, Conn.	0	0	1	0.0	0.0
34. Findlay, Ohio	**0**	**2**	**1**	**0.0**	**0.0**
35. Jackson, Tenn.	**0**	**1**	**0**	**0.0**	**0.0**
36. Manhattan Bch., Calif.	0	0	1	0.0	0.0
37. Manchester, Conn.	**0**	**1**	**7**	**0.0**	**0.0**
38. Milford, Conn.	0	0	0	0.0	0.0
39. Fair Lawn, N. J.	**0**	**2**	**0**	**0.0**	**0.0**
40. Baldwin Park, Calif.	**0**	**2**	**0**	**0.0**	**0.0**
41. Westfield, N. J.	**0**	**1**	**1**	**0.0**	**0.0**
42. West Haven, Conn.	0	0	0	0.0	0.0
43. Park Ridge, Ill.	**0**	**1**	**1**	**0.0**	**0.0**
44. Bristol, Conn.	0	0	1	0.0	0.0
45. Walla Walla, Wash.	**0**	**2**	**0**	**0.0**	**0.0**
46. Torrington, Conn.	0	0	1	0.0	0.0
47. Kettering, Ohio	0	0	3	0.0	0.0
48. Manitowoc, Wis.	**0**	**2**	**2**	**0.0**	**0.0**
49. Mason City, Iowa	**0**	**1**	**0**	**0.0**	**0.0**
50. Lockport, N. Y.	**0**	**1**	**2**	**0.0**	**0.0**
51. Petersburg, Va.	**0**	**1**	**0**	**0.0**	**0.0**
52. Provo, Utah	0	0	2	0.0	0.0
53. Greenville, Miss.	**0**	**1**	**0**	**0.0**	**0.0**
54. Hazel Park, Mich.	**0**	**2**	**0**	**0.0**	**0.0**
55. Bangor, Maine	0	0	1	0.0	0.0
56. Oak Park, Mich.	0	0	2	0.0	0.0
57. Iowa City, Iowa	0	0	0	0.0	0.0
58. Freeport, Ill.	**0**	**1**	**1**	**0.0**	**0.0**
59. Burlington, N. C.	**0**	**1**	**2**	**0.0**	**0.0**
60. Watertown, Mass.	0	0	0	0.0	0.0
61. Fairmont, W. Va.	0	0	2	0.0	0.0
62. Shaker Heights, Ohio	**0**	**3**	**0**	**0.0**	**0.0**
63. Grand Forks, N. D.	0	0	0	0.0	0.0
64. Urbana, Ill.	0	0	0	0.0	0.0
65. Webster Groves, Mo.	0	0	2	0.0	0.0
66. Maple Heights, Ohio	0	0	1	0.0	0.0
67. Park Forest, Ill.	0	0	0	0.0	0.0
68. Belmont, Mass.	0	0	1	0.0	0.0
69. Redwood City, Calif.	**1**	**2**	**3**	**0.7**	**5.1**
70. Ontario, Calif.	1	1	4	0.8	4.8
71. Poughkeepsie, N. Y.	**1**	**2**	**2**	**0.8**	**4.9**
72. Lafayette, Ind.	1	0	1	0.8	4.9
73. Great Falls, Mont.	**1**	**3**	**0**	**0.8**	**4.3**
74. Whittier, Calif.	1	0	1	0.9	6.2
75. Midland, Tex.	**1**	**3**	**2**	**0.9**	**5.5**
76. Hutchinson, Kan.	1	1	0	0.9	5.5
77. East Detroit, Mich.	1	0	2	0.9	4.7
78. Pasadena, Tex.	**1**	**2**	**0**	**0.9**	**4.2**
79. High Point, N. C.	1	1	1	0.9	4.5
80. Parkersburg, W. Va.	1	0	1	1.0	6.4
81. Zanesville, Ohio	1	1	0	1.0	4.4
82. Livonia, Mich.	1	1	5	1.0	4.1
83. Richmond, Ind.	1	1	0	1.0	4.6
84. Owensboro, Ky.	1	1	0	1.0	4.6
85. Easton, Pa.	1	0	1	1.0	5.0
86. Enid, Okla.	1	0	0	1.0	5.4
87. Oshkosh, Wis.	1	1	1	1.1	4.6
88. University City, Mo.	1	1	3	1.1	4.2
89. Danville, Va.	**1**	**5**	**5**	**1.1**	**4.0**
90. Champaign, Ill.	**1**	**2**	**1**	**1.1**	**4.1**
91. Gainesville, Fla.	**1**	**2**	**0**	**1.2**	**6.4**
92. Bloomington, Ind.	1	0	0	1.2	6.6
93. Arlington, Mass.	1	0	0	1.2	4.2
94. Elmhurst, Ill.	1	1	0	1.2	5.8
95. Stratford, Conn.	**1**	**2**	**4**	**1.2**	**4.5**
96. Wausau, Wis.	1	1	0	1.2	6.3
97. Maywood, Ill.	1	1	1	1.2	7.3
98. Galesburg, Ill.	1	0	0	1.2	5.9
99. Rome, Ga.	**1**	**2**	**0**	**1.3**	**6.2**
100. East Cleveland, Ohio	1	1	1	1.3	4.9
101. Eugene, Ore.	2	2	0	1.3	8.6
102. Janesville, Wis.	**1**	**2**	**1**	**1.3**	**6.3**
103. West Orange, N. J.	**1**	**3**	**1**	**1.3**	**5.8**
104. Steubenville, Ohio	1	1	2	1.3	5.1
105. Benton Harbor, Mich.	**1**	**2**	**0**	**1.3**	**7.8**
106. Mountain View, Calif.	**1**	**3**	**5**	**1.3**	**7.7**
All cities in this group				1.3	6.2
107. Fond du Lac, Wis.	**1**	**2**	**0**	**1.4**	**6.0**
108. St. Louis Pk., Minn.	1	0	0	1.4	5.2
109. Tyler, Tex.	2	0	1	1.4	8.8
110. Rock Hill, S. C.	**1**	**2**	**0**	**1.4**	**6.0**
111. Kearney, N. J.	1	1	1	1.4	5.0
112. Odessa, Tex.	2	1	2	1.4	9.0
113. Allen Park, Mich.	1	1	0	1.4	5.0
114. St. Cloud, Minn.	1	0	0	1.4	6.2
115. National City, Calif.	1	1	0	1.5	6.3
116. Richfield, Minn.	1	1	0	1.5	5.7
117. Teaneck, N. J.	**1**	**3**	**1**	**1.5**	**5.2**
118. Rahway, N. J.	1	1	1	1.5	7.4
119. Redlands, Calif.	**1**	**2**	**1**	**1.6**	**7.8**
120. Burlington, Vt.	1	0	0	1.6	5.2
121. Sumter, S. C.	1	1	0	1.7	7.9
122. Middletown, Conn.	1	1	1	1.7	6.5
123. Hamden, Conn.	**1**	**2**	**1**	**1.7**	**5.2**
124. New London, Conn.	**1**	**2**	**0**	**1.7**	**6.4**
125. Clearwater, Fla.	**2**	**4**	**1**	**1.7**	**13.7**
126. Cheyenne, Wyo.	2	0	2	1.8	9.6
127. Garfield Hgts., Ohio	1	1	1	1.8	5.7
128. Elgin, Ill.	**2**	**3**	**2**	**1.8**	**8.3**
129. Lewiston, Maine	1	0	2	1.8	4.9
130. Beverly Hills, Calif.	2	1	0	1.9	13.2
131. Winona, Minn.	1	0	0	1.9	8.0
132. Port Huron, Mich.	2	2	1	1.9	10.4
133. Palo Alto, Calif.	3	0	2	2.0	12.5
134. La Crosse, Wis.	2	1	1	2.0	8.4
135. Moline, Ill.	**2**	**4**	**3**	**2.0**	**10.2**
136. Hagerstown, Md.	2	1	1	2.0	10.4
137. East Lansing, Mich.	1	1	0	2.1	8.0
138. Annapolis, Md.	1	1	0	2.1	8.0
139. Rapid City, S. D.	2	2	2	2.1	10.0
140. Daytona Beach, Fla.	**2**	**3**	**2**	**2.1**	**11.0**
141. Pocatello, Idaho	**2**	**7**	**3**	**2.2**	**14.8**
142. Santa Clara, Calif.	2	2	3	2.2	9.2
143. Marion, Ohio	2	1	2	2.2	10.2
144. Eau Claire, Wis.	2	1	0	2.3	11.1
145. Ventura, Calif.	2	2	0	2.3	15.4
146. Groton, Conn.	1	1	0	2.4	7.4
147. East Hartford, Conn.	**2**	**4**	**4**	**2.4**	**10.7**
148. Granite City, Ill.	2	1	1	2.4	10.8
149. Sandusky, Ohio	2	0	4	2.5	11.4
150. Coral Gables, Fla.	**2**	**3**	**2**	**2.5**	**13.7**
151. South Euclid, Ohio	2	0	1	2.6	14.3
152. Kokomo, Ind.	3	3	0	2.6	13.1
153. Everett, Wash.	3	0	2	2.7	17.1
154. Monrovia, Calif.	2	0	2	2.7	15.8
155. Wilmington, N. C.	3	2	3	2.8	13.1
156. Appleton, Wis.	3	0	1	2.8	12.0
157. Hackensack, N. J.	2	2	0	3.0	12.5
158. Rock Island, Ill.	3	1	0	3.0	12.1
159. Minot, N. D.	2	0	1	3.1	15.9
160. Norman, Okla.	2	1	2	3.2	14.8
161. Lawton, Okla.	3	1	3	3.2	15.4
162. New Kensington, Pa.	2	0	0	3.3	15.9
163. Oxnard, Calif.	3	2	1	3.3	17.5
164. Superior, Wis.	2	1	4	3.5	11.3
165. Concord, N. H.	2	1	0	3.5	13.4
166. Chicopee, Mass.	3	0	1	3.5	12.2
167. Vineland, N. J.	3	3	0	3.6	18.2
168. Revere, Mass.	**2**	**3**	**4**	**3.9**	**10.1**
169. Warwick, R. I.	4	4	2	4.0	18.6
170. Quincy, Ill.	4	2	4	4.0	18.7
171. Fitchburg, Mass.	3	0	0	4.3	14.0
172. Florence, S. C.	3	1	3	4.5	21.1
173. Temple, Tex.	3	1	3	4.6	19.9
174. Vallejo, Calif.	5	1	1	4.7	22.7
175. Roseville, Mich.	4	1	5	5.0	19.1
176. Spartanburg, S. C.	5	1	0	5.0	24.0
177. Highland Park, Mich.	4	3	2	5.2	17.2
178. Wallingford, Conn.	3	0	0	5.6	22.8
179. Denton, Tex.	3	0	0	5.6	22.5
180. Fremont, Calif.	3	3	4	6.0	22.4
181. Fairfield, Conn.	7	3	1	9.8	33.9

Group IX (10,000 to 25,000)

1. Boulder, Colo.	0	0	1	0.0	0.0
2. Englewood, Colo.	0	0	0	0.0	0.0
3. Santa Cruz, Calif.	**0**	**3**	**1**	**0.0**	**0.0**
4. Austin, Minn.	0	0	0	0.0	0.0
5. Lodi, Calif.	**0**	**1**	**0**	**0.0**	**0.0**
6. Victoria, Tex.	0	0	2	0.0	0.0
7. Ponca City, Okla.	0	0	0	0.0	0.0
8. El Cerrito, Calif.	**0**	**1**	**1**	**0.0**	**0.0**
9. Ypsilanti, Mich.	**0**	**1**	**2**	**0.0**	**0.0**
10. Lawrence, Kan.	**0**	**1**	**0**	**0.0**	**0.0**
11. Klamath Falls, Ore.	0	0	2	0.0	0.0
12. La Porte, Ind.	**0**	**3**	**3**	**0.0**	**0.0**
13. Edina, Minn.	0	0	1	0.0	0.0
14. Covina, Calif.	**0**	**1**	**1**	**0.0**	**0.0**
15. Bartlesville, Okla.	**0**	**1**	**0**	**0.0**	**0.0**
16. Pampa, Tex.	0	0	1	0.0	0.0
17. Frederick, Md.	0	0	0	0.0	0.0
18. Butler, Pa.	0	0	2	0.0	0.0
19. Kingsport, Tenn.	0	0	0	0.0	0.0
20. Holland, Mich.	**0**	**2**	**1**	**0.0**	**0.0**
21. Napa, Calif.	0	0	5	0.0	0.0
22. Traverse City, Mich.	0	0	1	0.0	0.0
23. Ames, Iowa	**0**	**1**	**0**	**0.0**	**0.0**
24. Port Chester, N. Y.	**0**	**1**	**0**	**0.0**	**0.0**
25. Ocala, Fla.	**0**	**2**	**1**	**0.0**	**0.0**
26. Great Bend, Kan.	**0**	**1**	**0**	**0.0**	**0.0**
27. Renton, Wash.	**0**	**1**	**1**	**0.0**	**0.0**
28. Endicott, N. Y.	**0**	**1**	**0**	**0.0**	**0.0**
29. Kinston, N. C.	**0**	**1**	**0**	**0.0**	**0.0**
30. Manhattan, Kan.	0	0	2	0.0	0.0
31. Tiffin, Ohio	0	0	0	0.0	0.0
32. Richland, Wash.	**0**	**1**	**0**	**0.0**	**0.0**
33. Monterey, Calif.	**0**	**1**	**1**	**0.0**	**0.0**
34. Uniontown, Pa.	**0**	**1**	**0**	**0.0**	**0.0**
35. Owosso, Mich.	0	0	0	0.0	0.0
36. Wheaton, Ill.	**0**	**1**	**1**	**0.0**	**0.0**
37. Hibbing, Minn.	0	0	0	0.0	0.0
38. North Platte, Neb.	0	0	0	0.0	0.0
39. Wilmette, Ill.	0	0	0	0.0	0.0
40. Salisbury, N. C.	**0**	**1**	**4**	**0.0**	**0.0**
41. Muscatine, Iowa	0	0	1	0.0	0.0
42. Corvallis, Ore.	0	0	0	0.0	0.0
43. Pittsburg, Kan.	0	0	0	0.0	0.0
44. Robbinsdale, Minn.	**0**	**2**	**1**	**0.0**	**0.0**
45. Coffeyville, Kan.	**0**	**1**	**0**	**0.0**	**0.0**
46. Marietta, Ohio	**0**	**1**	**1**	**0.0**	**0.0**
47. Floral Park, N. Y.	0	0	0	0.0	0.0
48. Whitefish Bay, Wis.	**0**	**1**	**0**	**0.0**	**0.0**
49. Morristown, N. J.	0	0	1	0.0	0.0
50. Ada, Okla.	0	0	1	0.0	0.0
51. Streator, Ill.	0	0	0	0.0	0.0
52. Huntington, Ind.	**0**	**2**	**0**	**0.0**	**0.0**
53. So. Portland, Maine	**0**	**1**	**1**	**0.0**	**0.0**
54. Emporia, Kan.	0	0	0	0.0	0.0
55. Mt. Vernon, Ill.	**0**	**1**	**0**	**0.0**	**0.0**
56. Colton, Calif.	**0**	**2**	**2**	**0.0**	**0.0**
57. Ashland, Ohio	0	0	1	0.0	0.0
58. Johnson City, N.Y.	0	0	0	0.0	0.0
59. East Haven, Conn.	0	0	1	0.0	0.0
60. Hillside, N. J.	0	0	0	0.0	0.0
61. Oswego, N. Y.	0	0	2	0.0	0.0
62. Chico, Calif.	**0**	**1**	**0**	**0.0**	**0.0**
63. Cedar Falls, Iowa	0	0	1	0.0	0.0
64. Evergreen Park, Ill.	0	0	0	0.0	0.0
65. Stillwater, Okla.	**0**	**1**	**1**	**0.0**	**0.0**
66. Glenview, Ill.	**0**	**1**	**0**	**0.0**	**0.0**
67. La Grange, Ill.	0	0	0	0.0	0.0
68. Elmwood Park, Ill.	0	0	0	0.0	0.0
69. Yuma, Ariz.	0	0	2	0.0	0.0
70. St. Augustine, Fla.	0	0	2	0.0	0.0
71. Las Cruces, N. M.	**0**	**1**	**4**	**0.0**	**0.0**
72. Shorewood, Wis.	0	0	0	0.0	0.0
73. Pittsburg, Calif.	0	0	0	0.0	0.0
74. Massena, N. Y.	**0**	**2**	**1**	**0.0**	**0.0**
75. Fairborn, Ohio	0	0	0	0.0	0.0
76. Statesville, N. C.	**0**	**2**	**0**	**0.0**	**0.0**
77. Valparaiso, Ind.	0	0	0	0.0	0.0
78. Defiance, Ohio	0	0	0	0.0	0.0
79. Newton, Kan.	**0**	**1**	**0**	**0.0**	**0.0**
80. Antioch, Calif.	**0**	**1**	**1**	**0.0**	**0.0**
81. Fostoria, Ohio	0	0	0	0.0	0.0
82. Stevens Point, Wis.	0	0	0	0.0	0.0
83. Pompano Beach, Fla.	0	0	2	0.0	0.0
84. Marquette, Mich.	0	0	0	0.0	0.0
85. Brookfield, Ill.	0	0	1	0.0	0.0
86. Port Angeles, Wash.	0	0	1	0.0	0.0
87. Bedford, Ind.	0	0	1	0.0	0.0
88. Rocky River, Ohio	0	0	0	0.0	0.0
89. Bloomington, Minn.	**0**	**3**	**1**	**0.0**	**0.0**
90. Highland Park, Tex.	**0**	**1**	**0**	**0.0**	**0.0**
91. Bristol, Va.	0	0	0	0.0	0.0
92. Kenmore, N. Y.	0	0	0	0.0	0.0
93. Windham, Conn.	**0**	**2**	**2**	**0.0**	**0.0**
94. Santa Paula, Calif.	**0**	**1**	**0**	**0.0**	**0.0**
95. Villa Park, Ill.	0	0	0	0.0	0.0
96. Yuba City, Calif.	**0**	**2**	**1**	**0.0**	**0.0**
97. Faribault, Minn.	0	0	0	0.0	0.0
98. St. Joseph, Mich.	0	0	0	0.0	0.0
99. Owatonna, Minn.	0	0	0	0.0	0.0

	Six Months 1959	1958	1957	1959 Reg. Rate	1959 Pop. Rate
100. Wethersfield, Conn.	**0**	**1**	**2**	**0.0**	**0.0**
101. Norfolk, Neb.	0	0	0	0.0	0.0
102. Hanford, Calif.	0	0	0	0.0	0.0
103. Fergus Falls, Minn.	0	0	0	0.0	0.0
104. Wisconsin Rpds., Wis.	0	0	0	0.0	0.0
105. Waynesboro, Va.	0	0	0	0.0	0.0
106. Winfield, Kan.	0	0	0	0.0	0.0
107. Mt. Pleasant, Mich.	**0**	**1**	**0**	**0.0**	**0.0**
108. Shelton, Conn.	**0**	**4**	**1**	**0.0**	**0.0**
109. Hawthorne, N. J.	0	0	3	0.0	0.0
110. Livermore, Calif.	0	0	2	0.0	0.0
111. Prescott, Ariz.	0	0	1	0.0	0.0
112. Enfield, Conn.	0	0	0	0.0	0.0
113. Vernon, Conn.	0	0	0	0.0	0.0
114. Branford, Conn.	0	0	0	0.0	0.0
115. Watertown, Wis.	0	0	2	0.0	0.0
116. Griffin, Ga.	0	0	0	0.0	0.0
117. Marshfield, Wis.	**0**	**3**	**0**	**0.0**	**0.0**
118. Atchison, Kan.	**0**	**1**	**0**	**0.0**	**0.0**
119. Martinsburg, W. Va.	0	0	3	0.0	0.0
120. State College, Pa.	0	0	0	0.0	0.0
121. Logan, Utah	**0**	**1**	**0**	**0.0**	**0.0**
122. Rye, N. Y.	0	0	1	0.0	0.0
123. Hopewell, Va.	0	0	0	0.0	0.0
124. Escanaba, Mich.	0	0	1	0.0	0.0
125. Brawley, Calif.	**0**	**2**	**1**	**0.0**	**0.0**
126. Jennings, Mo.	0	0	0	0.0	0.0
127. Suffolk, Va.	0	0	0	0.0	0.0
128. Plymouth, Mich.	0	0	1	0.0	0.0
129. Mitchell, S. D.	0	0	0	0.0	0.0
130. Beaver Dam, Wis.	0	0	0	0.0	0.0
131. Millbrae, Calif.	**0**	**1**	**1**	**0.0**	**0.0**
132. Gardner, Mass.	**0**	**1**	**0**	**0.0**	**0.0**
133. Menasha, Wis.	0	0	0	0.0	0.0
134. Dover, Ohio	**0**	**2**	**0**	**0.0**	**0.0**
135. Van Wert, Ohio	0	0	0	0.0	0.0
136. Bowling Green, Ohio	**0**	**1**	**1**	**0.0**	**0.0**
137. Bellefontaine, Ohio	0	0	0	0.0	0.0
138. Central Falls, R. I.	0	0	0	0.0	0.0
139. Virginia, Minn.	0	0	0	0.0	0.0
140. Albion, Mich.	0	0	0	0.0	0.0
141. Circleville, Ohio	0	0	0	0.0	0.0
142. North Olmsted, Ohio	**0**	**1**	**0**	**0.0**	**0.0**
143. Red Wing, Minn.	0	0	0	0.0	0.0
144. Hays, Kan.	0	0	0	0.0	0.0
145. Hornell, N. Y.	0	0	0	0.0	0.0
146. Charles City, Iowa	0	0	0	0.0	0.0
147. Reidsville, N. C.	0	0	1	0.0	0.0
148. Grosse Pt. Wds., Mich.	0	0	0	0.0	0.0
149. Cudahy, Wis.	0	0	2	0.0	0.0
150. Moscow, Idaho	0	0	0	0.0	0.0
151. Bay Village, Ohio	**0**	**1**	**0**	**0.0**	**0.0**
152. North Chicago, Ill.	**0**	**3**	**1**	**0.0**	**0.0**
153. Menominee, Mich.	**0**	**1**	**0**	**0.0**	**0.0**
154. Ecorse, Mich.	0	0	1	0.0	0.0
155. Middleborough, Mass.	**0**	**4**	**0**	**0.0**	**0.0**
156. Cadillac, Mich.	0	0	0	0.0	0.0
157. Cambridge, Md.	**0**	**1**	**0**	**0.0**	**0.0**
158. Pacific Grove, Calif.	0	0	0	0.0	0.0
159. Southington, Conn.	**0**	**1**	**2**	**0.0**	**0.0**
160. Fairfield, Calif.	0	0	0	0.0	0.0
161. Ironwood, Mich.	0	0	1	0.0	0.0
162. Henderson, N. C.	**0**	**2**	**0**	**0.0**	**0.0**
163. Grosse Pte. Pk., Mich.	0	0	2	0.0	0.0
164. Fort Thomas, Ky.	0	0	2	0.0	0.0
165. La Grange Park, Ill.	0	0	0	0.0	0.0
166. Stoughton, Mass.	**0**	**1**	**0**	**0.0**	**0.0**
167. Bellaire, Ohio	**0**	**1**	**0**	**0.0**	**0.0**
168. Auburn, Mass.	0	0	2	0.0	0.0
169. La Salle, Ill.	0	0	0	0.0	0.0
170. Maumee, Ohio	0	0	0	0.0	0.0
171. Ridgefield Park, N.J.	0	0	1	0.0	0.0
172. Derby, Conn.	0	0	1	0.0	0.0
173. Webster, Mass.	0	0	0	0.0	0.0
174. Fairfield, Ala.	0	0	0	0.0	0.0
175. Ashland, Wis.	**0**	**1**	**0**	**0.0**	**0.0**
176. Amherst, Mass.	0	0	0	0.0	0.0
177. Donora, Pa.	0	0	0	0.0	0.0
178. La Mesa, Calif.	1	0	0	1.2	8.5
179. Medford, Ore.	1	0	1	1.3	9.0
180. Grand Island, Neb.	1	1	1	1.4	8.0
181. Fort Myers, Fla.	1	0	0	1.4	11.3
All cities in this group				1.4	6.8
182. Longview, Wash.	**1**	**2**	**0**	**1.5**	**8.6**
183. Orange, Calif.	**1**	**2**	**2**	**1.6**	**9.4**
184. Carlsbad, N. M.	1	0	2	1.6	10.2
185. Bismarck, N. D.	1	1	0	1.6	9.0
186. Lake Worth, Fla.	1	0	4	1.7	13.1
187. Sherman, Tex.	1	0	2	1.7	9.0
188. Bell, Calif.	1	0	0	1.7	10.9
189. Lufkin, Tex.	**1**	**2**	**0**	**1.8**	**11.5**
190. Fremont, Ohio	1	0	0	1.8	10.3
191. Niles, Mich.	1	0	3	1.9	11.0
192. Jeffersonville, Ind.	1	0	0	1.9	10.1
193. Sedalia, Mo.	1	0	0	2.0	9.4
194. Ottawa, Ill.	**1**	**2**	**2**	**2.0**	**10.3**
195. Aberdeen, S. D.	**1**	**2**	**1**	**2.0**	**9.0**
196. Cranford, N. J.	1	0	1	2.0	8.7
197. North Miami, Fla.	1	0	1	2.0	8.5
198. Xenia, Ohio	**1**	**2**	**1**	**2.1**	**11.9**
199. Texarkana, Ark.	1	1	1	2.2	10.2
200. Connersville, Ind.	1	0	0	2.2	11.3
201. Sterling, Ill.	1	0	0	2.2	13.2
202. Moorhead, Minn.	**1**	**2**	**0**	**2.2**	**11.2**
203. Leominster, Mass.	1	1	1	2.3	8.1
204. Homewood, Ala.	1	1	1	2.3	11.1
205. Augusta, Maine	**1**	**5**	**1**	**2.3**	**8.1**
206. Woodland, Calif.	1	0	1	2.4	17.2
207. Collingswood, N. J.	1	0	0	2.4	11.1
208. Pendleton, Ore.	1	0	0	2.4	13.2
209. Brainerd, Minn.	1	0	0	2.4	15.9
210. New Bern, N. C.	1	1	2	2.4	10.7
211. So. Milwaukee, Wis.	1	0	2	2.4	12.8
212. Arkansas City, Kan.	1	0	1	2.4	14.2
213. El Dorado, Kan.	1	0	2	2.5	16.9
214. McAlester, Okla.	1	0	0	2.5	11.2
215. Greenwood, Miss.	1	0	1	2.5	10.4
216. Waukesha, Wis.	2	0	0	2.6	16.5
217. Goshen, Ind.	1	0	0	2.6	15.2
218. Fasco, Wash.	1	0	1	2.6	14.3
219. East Moline, Ill.	1	0	0	2.7	13.1

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TRAFFIC DEATHS—STATE RECORDS

Deaths are reported by state traffic authorities.

All figures are preliminary. To insure proper comparisons, 1958 and 1957 figures cover the same reporting period as those for 1959.

Population Rate: U. S. population rate is the estimated annual number of deaths per 100,000 population, assuming that deaths for the rest of the year will follow the normal seasonal pattern. State population rate is the estimated annual number of deaths per 100,000 population, assuming that the monthly average of deaths will remain at the present average for the rest of the year. Population rates are based on July 1, 1958, population estimates, U. S. Bureau of the Census, Washington, D. C.

States shown in heavy type have improved in 1959 compared with 1958, or showed no change.

Mileage Rate: The number of deaths per 100 million vehicle miles of travel.

(Figures in parenthesis following the 1959 mileage rate indicate the number of months for which the mileage rate is calculated for each state.)

	Months Reported	Deaths Identical Periods 1959	1958	1957	% Change 1958 to 1959	% Change 1957 to 1959	1959 Pop. Rate	1959 Mile. Rate	
TOTAL U.S.	6	17,090	16,280	17,533	+ 5%	— 3%	22.4	5.1	(6)
Ala.	6	401	378	428	+ 6%	— 6%	25.0	7.1	(5)
Alaska	**6**	**8**	**9**	**—**	**— 11%**	**—**	**7.6**	**—**	**—**
Ariz.	6	277	230	222	+ 20%	+ 25%	48.6	8.7	(5)
Ark.	6	208	182	236	+ 14%	— 12%	23.6	5.3	(5)
Calif.	6	1,667	1,571	1,651	+ 6%	+ 1%	23.3	5.1	(4)
Colo.	6	177	161	138	+ 10%	+ 28%	20.7	4.1	(4)
Conn.	6	118	87	134	+ 36%	— 12%	10.2	2.3	(5)
Del.	**6**	**33**	**36**	**42**	**— 3%**	**— 17%**	**15.4**	**3.0**	**(5)**
D. of C.	6	33	26	31	+ 27%	+ 6%	8.0	3.0	(4)
Fla.	**6**	**532**	**550**	**528**	**— 3%**	**+ 1%**	**24.0**	**5.2**	**(5)**
Ga.	6	451	416	459	+ 8%	— 2%	23.6	6.0	(4)
Idaho	**6**	**101**	**108**	**84**	**— 6%**	**+ 20%**	**20.5**	**7.1**	**(3)**
Ill.	**6**	**774**	**802**	**1,026**	**— 3%**	**— 25%**	**15.7**	**4.1**	**(4)**
Ind.	6	473	425	510	+ 11%	— 7%	20.7	4.5	(5)
Iowa	6	307	256	318	+ 20%	— 3%	21.8	5.6	(4)
Kan.	6	259	223	249	+ 16%	+ 4%	24.5	4.7	(4)
Ky.	**6**	**350**	**356**	**378**	**— 2%**	**— 7%**	**22.7**	**6.9**	**(4)**
La.	**6**	**309**	**411**	**352**	**— 25%**	**— 12%**	**19.9**	**6.3**	**(5)**
Maine	6	62	59	60	+ 5%	+ 3%	13.0	3.6	(4)
Md.	**6**	**250**	**250**	**259**	**0%**	**— 3%**	**16.9**	**5.0**	**(4)**
Mass.	**6**	**242**	**253**	**207**	**— 4%**	**+ 17%**	**10.0**	**3.0**	**(4)**
Mich.	6	575	545	675	+ 6%	— 15%	14.6	3.6	(4)
Minn.	**6**	**273**	**309**	**290**	**— 12%**	**— 6%**	**16.2**	**3.9**	**(4)**
Miss.	6	239	224	212	+ 7%	+ 13%	21.9	6.3	(4)
Mo.	6	401	397	473	+ 1%	— 15%	18.8	4.2	(4)
Mont.	6	102	82	87	+ 24%	+ 17%	29.7	4.4	(4)
Neb.	6	146	145	123	+ 1%	+ 19%	20.0	4.4	(4)
Nev.	6	77	55	52	+ 40%	+ 48%	57.7	7.8	(3)
N. H.	6	61	34	36	+ 79%	+ 69%	20.9	6.0	(5)
N. J.	**6**	**332**	**346**	**388**	**— 4%**	**— 14%**	**11.5**	**2.7**	**(4)**
N. M.	6	220	162	183	+ 36%	+ 20%	52.3	8.4	(4)
N. Y.	6	955	960	906	— 1%	+ 5%	11.8	4.4	(4)
N. C.	6	544	433	494	+ 26%	+ 10%	23.9	7.0	(4)
N. D.	6	83	70	41	+ 19%	+102%	25.5	8.2	(5)
Ohio	**6**	**753**	**815**	**932**	**— 8%**	**— 19%**	**16.1**	**3.6**	**(4)**
Okla.	**5**	**240**	**253**	**266**	**— 5%**	**— 10%**	**25.2**	**5.3**	**(4)**
Ore.	6	202	176	198	+ 15%	+ 2%	22.8	5.0	(4)
Pa.	6	740	673	753	+ 10%	— 2%	13.3	3.7	(4)
R. I.	6	37	35	39	+ 6%	— 5%	8.5	2.6	(5)
S. C.	6	289	256	344	+ 13%	— 16%	24.0	6.1	(4)
S. D.	**6**	**92**	**101**	**65**	**— 10%**	**+ 42%**	**26.3**	**4.9**	**(5)**
Tenn.	6	326	322	291	+ 1%	+ 12%	18.8	4.6	(4)
Tex.	6	1,097	1,008	1,158	+ 9%	— 5%	23.4	5.0	(4)
Utah	**6**	**84**	**86**	**91**	**— 2%**	**— 8%**	**19.4**	**3.8**	**(4)**
Vt.	6	42	27	44	+ 56%	— 5%	22.6	5.7	(5)
Va.	**6**	**372**	**376**	**394**	**— 1%**	**— 6%**	**18.9**	**4.8**	**(4)**
Wash.	**6**	**235**	**243**	**226**	**— 3%**	**+ 4%**	**17.0**	**4.4**	**(4)**
W. Va.	6	203	152	224	+ 34%	— 9%	20.6	5.8	(4)
Wis.	6	351	346	367	+ 1%	— 4%	17.8	4.2	(4)
Wyo.	**6**	**59**	**60**	**54**	**— 2%**	**+ 9%**	**36.9**	**6.2**	**(5)**
Hawaii	6	44	—	—	—	—	14.4	—	—
P. R.‡	**6**	**122**	**148**	**121**	**— 18%**	**+ 1%**	**10.7**	**12.0**	**(3)**
V. I. †	6	4	2	—	+100%	—	29.6	—	—
CANADIAN PROVINCES									
Alta.	2	20	40	16	— 50%	+ 25%	12.8	—	—
B. C.	4	69	70	63	— 1%	+ 10%	17.8	—	—
Man.	4	27	24	30	+ 13%	— 10%	10.4	—	—
Sask.	6	57	57	46	0%	+ 24%	13.7	—	—

‡Commonwealth of Puerto Rico
†Virgin Islands

MOTOR-VEHICLE DEATHS AND INJURIES BY STATES, 1959 AND 1958

THE following statement regarding the difficulty of determining injury totals and trends is reprinted from the August issue of TRAFFIC SAFETY *to emphasize the need for care in interpreting the statistics that are currently collected.*

FORTY-TWO states and the District of Columbia have reported their death and injury experience for two to five months of 1959.

The table below shows all of the injury data reported by each state, but little information is available on precisely what injuries are included in each state's tabulation.

Differences in the ratio of injuries to deaths probably reflect primarily differences in the extent to which *all* injuries are reported. However, other factors are undoubtedly involved, such as the following: (1) a few states omit some or all of the injuries in urban accidents; (2) there are large differences between states in the proportion of travel which is in urban areas—and the injury-death ratio for urban accidents is about four times the ratio for rural accidents.

It is reasonable to assume that persons who are hospitalized are completely counted in all states, but some states count minor injuries while others apparently do not. More than one-third of the New York injuries are classified as "slight shock, contusions." Without these injuries, the New York ratio would be about 90. This is still a high ratio compared to most other states, partly because New York is more urban.

A recently revised National Safety Council "Traffic Accident Summary" provides for a division of injured persons into three classes based on physical signs of injury observable at the scene of the accident. It is anticipated that data classified on this new form will show that much of the difference in the state injury-death ratios is in the third class, which covers injury complaints without any visible signs of injury. It will take at least a year, however, to collect a sufficient amount of this new information for a satisfactory analysis.

The question of what injuries are being reported applies with equal force to the per cent change in injuries from 1958 to 1959. Any tightening up of police administration, any emphasis on "get all the injuries" is almost certain to bring about an increase in reported injuries, but probably only in minor ones. Similarly, instructions to "skip the scratches" probably would result in a decrease in recorded cases in many states. Introduction of financial responsibility laws has been observed to increase reported injuries sharply. Even the public's increased claims-consciousness is regarded by many people as an element in the growing number of injuries reported. With such factors operating to destroy comparability, indicated changes in the number of injuries should not be considered as reliable. Use of the Council's new summary form will remedy this situation to a considerable extent, and eventually should provide reliable indications of trend for injuries of moderate and severe degree.

MOTOR VEHICLE DEATHS AND INJURIES BY STATES
1958 and 1959

	Months Reported	Deaths††		Injuries††		% Change 1958 to 1959		1959 Ratio of Injuries to Deaths
		1959	1958	1959	1958	Deaths	Injuries	
TOTAL U.S.	**	10,232	9,801	400,219	382,066	+ 4	+ 5	39
Ala.	5	332	307	1,867†	1,821†	+ 8	+ 3	6
Ariz.	5	212	197	4,223	3,536	+ 10	+ 19	20
Ark.	5	151	144	1,284	1,319	+ 5	— 3	9
Calif.	4	1,075	986	45,051	42,191	+ 9	+ 7	42
Colo.	4	93	83	3,634	3,299	+ 12	+ 10	39
Conn.	3	53	43	4,971	5,205	+ 23	— 5	94
Del.	5	25	29	1,025	852	— 14	+ 20	41
D. of C.	5	30	19	3,093	2,813	+ 58	+ 10	103
Fla.	5	451	472	17,521	14,586	— 4	+ 20	39
Ga.	5	377	331	6,433	5,905	+ 14	+ 9	17
Idaho								
Ill.	4	456	509	29,112	28,416	— 10	+ 2	64
Ind.	4	287	266	10,202	10,095	+ 10	+ 1	36
Ia.	2	97	101	2,774	2,788	— 4	— 1	29
Kan.	2	70	61	2,207	2,144	+ 15	+ 3	32
Ky.	4	230	235	4,387	4,261	— 2	+ 3	19
La.	5	278	343	3,440†	3,196†	— 19	+ 8	12
Maine	5	51	41	2,146	2,735	+ 24	— 22	42
Md.	5	203	199	8,137	7,033	+ 2	+ 16	40
Mass.								
Mich.	5	453	448	21,629	20,184	+ 1	+ 7	48
Minn.	5	224	250	9,796	9,337	— 10	+ 5	44
Miss.	4	159	142	2,115	2,012	+ 12	+ 5	13
Mo.	5	330	338	4,211	4,074	— 2	+ 3	13
Mont.	4	46	54	755	664	— 15	+ 14	16
Neb.	4	86	80	2,860	3,025	+ 8	— 5	33
Nev.								
N. H.	5	52	23	2,209	2,072	+126	+ 7	42
N. J.	3	165	159	13,675	12,845	+ 4	+ 6	83
N. M.	4	131	102	1,484	1,592	+ 28	— 7	11
N. Y.	4	612	593	82,619	84,637	+ 3	— 2	135
N. C.	5	466	360	9,124	7,510	+ 29	+ 21	20
N. D.	2	19	13	331	291	+ 46	+ 14	17
Ohio	4	447	531	21,682	22,259	— 16	— 3	49
Okla.	5	240	253	6,069	5,638	— 5	+ 8	25
Ore.	5	177	140	6,782	6,359	+ 26	+ 7	38
Pa.								
R. I.	3	19	11	2,014	2,008	+ 73	+ *	106
S. C.	5	229	203	3,647	3,917	+ 13	— 7	16
S. D.								
Tenn.	5	276	253	6,266	5,357	+ 9	+ 17	23
Tex.	5	919	824	28,875	25,042	+ 12	+ 15	31
Utah	4	43	47	1,612	1,527	— 9	+ 6	37
Vt.	5	32	18	1,122	1,011	+ 78	+ 11	35
Va.	4	237	230	7,187	6,429	+ 3	+ 12	30
Wash.	5	196	195	8,999	8,566	— 2	+ 5	46
W. Va.	5	159	126	2,807	2,777	+ 26	+ 1	18
Wis.								
Wyo.	5	44	49	842	738	— 10	+ 14	19
P. R.‡	4	83	98	3,749	3,224	— 15	+ 16	45
V. I.¶	5	3	2	87	74	+ 50	+ 18	29

†Rural injuries only.

††All figures are preliminary. To insure proper comparisons, 1958 figures cover the same reporting period as those for 1959.

*Less than .5%.

**Death and injury totals cover reports for all months indicated in this column.

#Death totals and changes differ from national figures because those shown here are based on the states and months for which injury data are reported.

‡Commonwealth of Puerto Rico

¶Virgin Islands.

COMING EVENTS

Sept. 8-17, Colorado
Annual Governor's Traffic Safety Conferences: Greeley, Sept. 8.; La Junta, Sept. 10; Durango, Sept. 15; Grand Junction, Sept. 17.

Sept. 9-10, Baltimore, Md.
Governor's Annual Safety-Health Conference and Exhibit (Hotel Emerson). Contact Joseph A. Haller, executive chairman, Safety Conference, Dept. of Labor and Industry, State of Maryland, 12 E. Mulberry St., Baltimore 2, Md.

Sept. 9-10, Toronto, Canada
Road Safety Workshops sponsored by the Ontario Dept. of Transport (Royal York Hotel). Contact W. B. G. Reynolds, Commissioner of Highway Safety, Highway Safety Branch, Ontario Dept. of Transport, Parliament Bldgs., Toronto 2, Canada.

Sept. 10-11, East Lansing, Mich.
Fifth Transportation Conference and Seminar (Michigan State University, Kellogg Center).

Sept. 13-17, New York, N. Y.
Institute of Traffic Engineers (Commodore Hotel). Contact Institute of Traffic Engineers, 2029 K St., N.W., Washington 6, D. C.

Sept. 14-18, Knoxville, Tenn.
Thirteenth Regional Traffic Court Conference. College of Law, University of Tennessee. Contact Roy F. Center, Jr., coordinator of conferences, 101 Perkins Hall, University of Tennessee, Knoxville, Tenn.

Sept. 17-18, Rockland, Maine
Thirty-second Annual Maine State Safety Conference (Samoset Hotel). Contact Arthur F. Minchin, secretary, Dept. of Labor and Industry, State House, Augusta, Maine.

Oct. 22-23, Denver and Grand Junction, Colo.
School Bus Drivers Institute for 1959. (to be held in both cities on both days).

How To Woo

From Page 35

placed upon the cost of accidents in terms of damaged equipment, ruined cargoes, loss of business and the like, employes resent this minimizing of the "human element."

Fortunately, for the management whose primary motive for safety education concerns the welfare of its employes, the profit in dollars follows automatically.

If we must really justify our efforts in the field of driver education on a per dollar basis, then perhaps we should also ask our clergy, our doctors, our dentists, our criminal lawyers and even our undertakers to justify their efforts. Basically, I think, we all strive for the same goal—to relieve human suffering, pain and anxiety.

THE SAFETY LIBRARY

By Lois Zearing, Librarian, NSC

Books, pamphlets, and articles of interest to safety men.

Accidents

Is the Small Car Unsafe? *Traffic Digest & Review*, June, 1959, p. 9.

(Cornell crash injury research group reveals some interesting figures on frequency of accidents and severity of injuries.)

Automobiles

How Safe Are the Small Cars? Harold Mehling. *Good Housekeeping*, June, 1959, p. 56-57+.

Safety Comes First! *Highway Highlights*, May, 1959, p. 10-13.

(The tire industry feels that today tires are safe but it's the people who make them unsafe.)

What They Don't Tell You About Foreign Cars. Devon Francis. *The American Home*, June, 1959, p. 35-36+.

Awards

Be Positive in Using Driver Awards. John L. Huges. *ATA News*, May, 1959, p. 18.

Commercial Vehicles

The Dan Dugan Story, or—How to Win a Mountain of Safety Trophies. *Commercial Car Journal*, June, 1959, p. 124-127, 152.

Do New State Laws Affect Your Operation? *Commercial Car Journal*, June, 1959, p. 140, 164, 170, 174, 178.

(State-by-state roundup of new laws dealing with trucks and bus fleet operation.)

ICC Releases Proposed Changes in Hours of Service and Driver Log Rules. *Commercial Car Journal*, June, 1959, p. 186, 189 and 190.

Motor Truck Facts, 1959 Edition. Annually. 48p. Automobile Manufacturers Association, New Center Building, Detroit 2, Mich.

Drivers and Driving

Motor-Age Marvel. *Journal of American Insurance*, July, 1959, p. 8-11.

(Proving grounds of automobile manufacturers are the safest places to drive.)

Narcotics Addictions, Nalline and License Revocation. W. W. Vernon. *Traffic Digest and Review*, June, 1959, p. 20-24.

(One of the many positive results of Oakland's nalline detection program has been the revocation of addicts' driver licenses.)

Highways

A Study of One-Way Street Routings on Urban Highways in Orgon. Traffic Engineering Division, Planning Survey Section. April, 1959. 100p. State Highway Department, Salem, Oregon.

(Technical Report No. 59-4.)

What the Public Should Expect of the New Freeways. Harold J. McKeever. *Roads and Streets*, May, 1959, p. 110-112.

(Operators of freeways will have to know what services and safety protection the motorist expects.)

Insurance

Moral Hazards and Automobile Underwriting. F. W. Palfreg. *Best's Fire and Casualty News*, June, 1959, p. 20-24.

Intersections

Survey Shows Driver Laxity at Intersections. *Chicago Traffic Safety Review*, May, 1959, p. 1 and 4.

(Chicago city-wide survey shows violations of laws covering conflicting traffic at intersections to be so frequent that accident possibilities are hundreds of times greater than the number of actual accidents.)

Police

California Patrol trains troopers in emergency driving. *Traffic Digest and Review*, June, 1959, p. 4-6 and 34-35.

(Theories of motion are combined with practice driving on a special course to teach safe operation of high-speed police vehicles.)

Radio

Public Safety Radio Service Developments. Joseph E. Keller, *Municipal Signal Engineer*, May-June, 1959, p. 9-11.

(Special group formed to gather information on new radio service for traffic controlled devices.)

Research

Auto Crash Studies. D. M. Severy, J. H. Mathewson, A. W. Siegel. 1959. University of California, Institute of Transportation and Traffic Engineering, Department of Engineering, Los Angeles, Calif.

(An engineering analysis of the physical factors relating to three experimental car-to-car side impacts, two head-on-collision experiments and two car-to-fixed-barrier impacts are presented.)

School Buses

A Program for Safer School Transportation. Forest R. Noffsinger. *Traffic Digest & Review*, May, 1959, p. 11-12 and 14-16.

(Competent, trained drivers and more frequent bus inspections head the list of safety recommendations proposed by the author.)

Signs and Signals

Iowa Tests New Idea in Signing. Russell I. Brown. *Traffic Digest & Review*, June, 1959, p. 7 and 8.

(Triangular "No Passing" sign posted on the left side of the road reduces arrests by 63 per cent.)

Overhead Signs Solve Varied Traffic-Guidance Problems. John R. Crosby. *Better Roads*, June, 1959, p. 26-27, 48.

(Overhead internally illuminated acrylic plastic signs provide best directional signing.)

Speed

Vehicle Following Distances. J. Stannard Baker. *Traffic Digest & Review*, May, 1959, p. 8-10.

("One car length for every 10 m.p.h. of speed" is a well known guide for safe following distances . . . here is the technical reasoning from which this popular rule of thumb was derived and some comment on its traffic law enforcement implications.)

Traffic

How Far Should We Go For Uniformity? William G. Galloway. *Traffic Engineering*, June, 1959, p. 21-23+.

Vision

Glasses for the Professional Driver. James R. Gregg. *Drivers' Digest*, May, 1959, p. 2-8.

(Tips from an expert on changes that can be made for safety and comfort for the commercial drivers' glasses.)

See Properly; Drive Safely. *Bests' Insurance News, Fire & Casualty*, May, 1959, p. 69.

(Five steps for "selective seeing" as set forth by the Institute of Driver Behavior.)

ADDRESSES OF MAGAZINES MENTIONED

ATA News
4415 N. California Ave.
Chicago 25, Ill.

The American Home
300 Park Ave.
New York 22, N. Y.

Best's Fire and Casualty News
75 Fulton St.
New York 38, N. Y.

Better Roads
173 W. Madison St.
Chicago, Ill.

Commercial Car Journal
Chestnut and 56th Sts.
Philadelphia, Pa.

Good Housekeeping
57th St. at 8th Ave.
New York 19, N. Y.

Highway Highlights
National Press Bldg.
Washington 4, D. C.

Journal of American Insurance
20 N. Wacker Dr.
Chicago 6, Ill.

Municipal Signal Engineer
130 W. 42nd St.
New York 36, N. Y.

Roads and Streets
22 W. Maple St.
Chicago 10, Ill.

Traffic Digest and Review
1804 Hinman Ave.
Evanston, Ill.

Traffic Engineering
2029 K St., N.W.
Washington 6, D. C.

New Library Head

Lois Zearing, assistant director of the National Safety Council's Library staff since 1946, has been appointed director of the Library. She succeeds Mrs. Ruth B. Parks, who has retired on account of illness.

Prior to joining the Council, Miss Zearing had been head of the reference department of the Oak Park Library. She received her library training at Western Reserve University, Cleveland, and also studied at the University of Chicago and the Art Institute of Chicago.

Miss Zearing is a member of the Illinois Chapter of the Special Libraries Association.

PATENTED, NEW!

SAF-T-STRIP ...DOUBLES the safety factor of ordinary speedometers!

Converts miles per hour reading to feet per second
...THE REAL MEASURE OF DRIVING SAFETY!

SAF-T-STRIP keeps drivers of vehicles constantly conscious of safe driving distances and speeds. A valuable training aid in driver safety programs. Made to fit all popular truck speedometers and tachographs. Low cost; easy to use; last for lifetime of vehicle. Write today on your letterhead for prices, and complete information. State type of equipment and number of units.

STS

SPEEDO TACH SERVICE

FOR 30 YEARS SPECIALISTS IN SPEED MEASURING EQUIPMENT

1926 EAST 7TH STREET
LOS ANGELES 21, CALIFORNIA

Circle Item No. 4—Reader Service Card

Public Education

From Page 27

Spot announcements — In addition to talks, interviews, quizzes, and special events programs broadcast as live features by your local station on behalf of the program, make full use of spot announcements.

Traffic safety spots are released monthly by the National Safety Council's Radio and TV Division. These go to every radio station in the country. The same is done by several other organizations and the motor vehicle departments of a number of states.

Your local stations undoubtedly use some of this material. But, in addition, provide stations with localized spots. In these use local figures, talk about local problems, present local personalities who will appeal directly to the "man on Main street" in your home community.

Keep these announcements short. Have some 10-, 15-, and 20-second spots and a few one-minute announcements. Get your message over in the first few words. Transcribe longer spots using a variety of voices and sound effects if possible. Supply every station with them and see that they are replaced frequently with new, fresh material.

Keep complete records of the scripts and personalities you have to offer stations. Know what outstanding personalities you can provide for interviews or talks, their subjects—also what out of town celebrities you can book. Make all of this information available to the station.

Visual Aids

Use traffic safety films at your local theaters, on television, and at all types of meetings. Movies, sound slidefilm, and one-minute trailers covering various phases of the traffic problem may be purchased, rented or borrowed from the National Safety Council and other organizations.

Speakers Bureau

Enlist capable speakers to carry your message before audiences of all kinds. Prepare basic material for them to use in their own way, making certain it covers the points you want stressed. Include several women in this group, also police officers, and keep them busy.

Posters

The National Safety Council annually prints and distributes millions of safety posters covering all fields of accident experience. Sizes available are suitable for indoor and outdoor posting. Write for designs and prices. Excellent display area for smaller posters is on the backs of police three-wheel motorcycles.

Outdoor Advertising

Contact your outdoor advertising company and advertisers using outdoor posters to obtain sponsored panels de-

To Page 47

SAFETY..

That's where we can help —

● Graubard's Equipment is nationally known as the school safety patrol equipment "That Promotes Safety." It does this by fulfilling both of the conditions essential to a really effective Safety Patrol.

FIRST, it gives each patrol member a definite sense of responsibility and a pride in doing his job well.

SECOND, being "Standard Equipment" it is recognized by school children and motorists alike, assuring their respect and cooperation.

CHECK
Your Safety Patrol Today!

Look over the many "standard" Safety Patrol Equipment items listed below and be sure your patrol members are properly uniformed and ready to perform the vital task of protecting your children, in all kinds of weather! . . .

- ☐ Belts
- ☐ Caps, Helmets
- ☐ Badges
- ☐ Arm Brassards
- ☐ Emblems
- ☐ Raincoats
- ☐ Capes
- ☐ Caution Flags
- ☐ Merit Awards
- ☐ Boots & Overshoes
- ☐ Corporal Digbys
- ☐ Trafficones
- ☐ School Warning Signs
- ☐ Traffic Control Signs

GRAUBARD'S

America's Largest Safety Patrol Outfitters

236 High Street Newark 2, N. J.

Circle Item No. 5—Reader Service Card

NEW... SAFETY EQUIPMENT

Publication of product announcements in this section should not be construed as endorsement or approval by the National Safety Council.

School Traffic Signal System

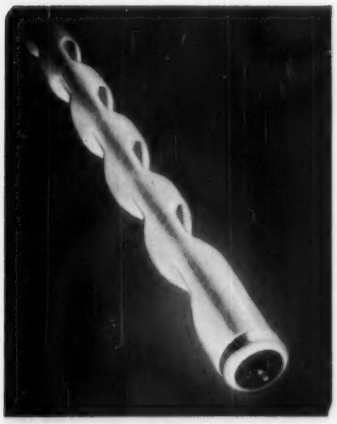
Type PA-30 School Traffic Signal System is designed for operation at mid-block crossings. These locations are safer places for children to cross streets, as they do not have to avoid turning traffic.

During the morning and afternoon, the signal operates automatically in response to push buttons. At other periods. The signal remains on normal highway "Go" indication.

On non-school days, the signal remains on highway "Go" indication at all times, and when school reopens, operation resumes automatically in accordance with the previously set schedule.

An electronic controller provides simple timing adjustments. Control knobs are easily turned to desired settings, and no changing of gears or setting of dial keys is required.

Crouse-Hinde Co., Syracuse 1, N. Y. (Item 41)



Fluorescent Lamp

This tube produces 15 per cent more light, but consumes only 7 per cent more electric power than the original Power-Groove Lamp.

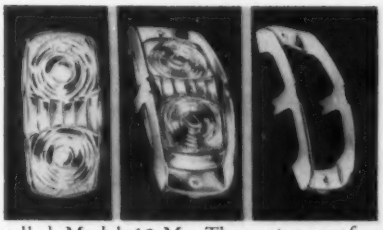
Increase in light output is achieved by a redesign of the lamp. The new design involves grooves along the opporite sides of the tube, rather than along one side only.

The lamp will result in increased use of higher light levels at lower cost, and the weight of the lamp is reduced by nearly one-quarter.

In existing fixtures, the improved lamps will start and operate reliably, in most cases with increased light output. In new installations, with ballasts and fixtures of designs keyed to the improved lamp, the full 15 per cent gain in light output will be achieved. They are designed for use in factories, offices, and on streets and highways.

Improvement in the lamp's performance comes from a combination of an 8 per cent gain in efficiency and a 7 per cent increase in the wattage on which it operates. The lamp produces 15,000 lumens at 215 watts, or an efficiency of 70 lumens per watt.

General Electric Co., Nela Park, Cleveland 12, Ohio (Item 42)



Clearance, Marker Lamp

A dual bulb, "O" ring type clearance and marker lamp is called Model 12-M. The water-proof, rust-proof lamp is less than one inch thick. The pry-off lens is molded of shatter resistant acrylic plastic and provides both powerful light output and 360° visibility.

The self-lubricating "O" ring secures the lens in place without screws or retaining rings, and an "All Around" slot permits a screw driver to be inserted anywhere along the die cast base, simplifying lens removal. The lamp has special grooves on the back to accommodate both horizontal and vertical exterior wiring.

An added safety measure is provided by the two c. p. bulbs housed in brass sockets. If one bulb burns out, the other remains on to conform with requirements and furnish protection until the defective bulb is replaced.

Signal-Stat Corp., 523-539 Kent Ave., Brooklyn 11, N. Y. (Item 43)

Light-Operated Switch

The Lightguard is designed to turn off at approximately one foot-candle and back on at 10. Currently manufactured models are suitable for tungsten loads up to 150 watts on 120 volts a. c. circuits.

The unit has a number of applications: On-at-dusk-off-at-dawn residential and commercial light control, protective night lighting, safety warning, office and plant lighting, street lighting systems, etc.

The unit is easily installed by punching a ⅜" pipe size knockout in a fixture canopy or electrical cabinet. A short 3-inch adapter is available in steel or aluminum for mounting with post lanterns.

Schacht Electric Co., 1213 St. Emanuel, Houston 3, Texas (Item 94)

For More Information—Circle Item on the Reader Service Postcard

SAFETY PRODUCT LITERATURE

Aluminum Traffic Control Devices

This 24-page brochure entitled, "Aluminum Traffic Control Devices," encompasses all phases of the use of aluminum from street name markers to giant overhead sign structures. Typical types of traffic control devices discussed include flat sheet signs, tubular posts, fasteners, signal posts, message films, and extruded sign systems. Also included are details on two newly offered, combination extruded-sheet signs, and Alcoa's new tamper-resistant fasteners. Details on finishing, specifications for all type structures, and reprocessing data are outlined for quick reference. Aluminum Company of America, 785 Alcoa Bldg., Pittsburgh 19, Pa.

For more details circle No. 81 on enclosed return postal card.

State-By-State Regulations On Automotive Safety Equipment

Ready-reference material on what vehicle safety equipment is needed in every state is now available to fleet operators and equipment jobbers from R. E. Dietz Co., Automotive Lighting Division, 225 Wilkinson Street, Syracuse 1, N. Y. The 6-page bulletin gives a state-by-state account of 1959 rulings on the number and types of equipment needed. Covered specifically are the latest automotive regulations on windshield wipers, defrosters, fire extinguishers, liquid burning, electric and reflector flares, fuses, head lamps, tail lamps, sidemarker lamps, stop lamps, identification lamps, clearance lamps, side and rear reflectors, rearview mirrors, red cloth flags and projected load warnings. A separate section deals with the 1959 state turn-signal laws.

For more details circle No. 82 on enclosed return postal card.

Plastic Traffic Guides

These tough, rugged, durable plastic Hi-Way Cones are available in three sizes. Bright yellow and red colors are permanent; cone heads are adaptable for signs, flashers, flags; weighted reinforced base gives added strength and stability. Illustrated circular gives full details. Servicised Products Corp., 6051 W. 65th St., Chicago, Ill.

For more details circle No. 83 on enclosed return postal card.

Emergency Barricade

Police, fire and highway departments will find Guard-Gate a practical emergency barricade. It stands 3 feet high and extends to 8 feet, yet can be stored in 9 inches of space. Attention-getting yellow crossbars and red warning flags direct pedestrians and motorists. Literature gives full details. West Side Iron Works, Inc., 327 Front Ave., N. W., Grand Rapids 4, Mich.

For more details circle No. 84 on enclosed return postal card.

Safe, Imaginative Playground Equipment

A 4-color catalog of appealing imaginative playground equipment—Jack 'N Jill, Merry Flyer, Earn-A-Slide—and standard tot lot items—swings, see-saws, slides—has been published, and is available free from Miracle Equipment Co., Grinnel, Iowa.

For more details circle No. 85 on enclosed return postal card.

Rubber and Plastic Traffic Guides

Whether you select Safe-T-Cones of rubber or polyvinyl chloride, you get a traffic control aid that is easy to handle, durable and effective for traffic channeling, utility repairs, line painting and temporary blockades. Bulletin gives full details. Radiator Specialty Co., Charlotte, N. C.

For more details circle No. 86 on enclosed return postal card.

Traffic Flasher Alarm

Highway crews are given double protection against the hazard of on-coming traffic by a new product introduced by Falcon Alarm Co., Inc., 243 Broad St., Summit, N. J. To a flashing red warning light the new highway safety device adds a loud warning horn, which is triggered when a vehicle overrides the light and runs over an air hose placed ahead of a closed lane. The loud blast not only warns the motorist to slow down and move over, but gives warning up ahead to construction and maintenance crews, utility men, police at the scene of an accident, etc., allowing them time to get out of the way.

For more details circle No. 87 on enclosed return postal card.

Traffic Control Detector

A completely new type of surface-mounted magnetic detector for vehicle-actuated signal control installations has been introduced by Southern Signals, Inc., 222 Beach St., Shreveport, La. It is designed to be installed with the top surface of detector flush with roadway surface and located in the center of a single traffic lane. The unit is completely sealed and unaffected by moisture. Only a small cavity in street surface is necessary for installation.

For more details circle No. 88 on enclosed return postal card.

Warning Tripod and Signals

The Emarco "Hi-Lite" tripod for protection of workmen on street jobs is designed to get attention even in congested areas where drivers cannot see around vehicles ahead of them. The tripod holds one to four "Thoro-Flare" flashing neon warning lights and accommodates five warning flags—for day and night use. It has five 16"x16" flags on 36" staffs and three "Thoro-Flares." The top flags are 8 feet above the pavement while the upper light is 7½ feet—easily visible above a car or small truck. The lower lights and flags command additional attention from approaching traffic. Emarco Corp., Dayton 19, Ohio.

For more details circle No. 89 on enclosed return postal card.

Traffic Line Remover

Asbury Traffic Line Shaver, 717 E. 22nd Ave., Fort Lauderdale, Fla., has issued a 2-page circular C-59, illustrating and describing the application of its equipment in traffic line removal.

For more details circle No. 90 on enclosed return postal card.

Improved Traffic Control System

Alleviation of downtown and arterial traffic problems by the automatic adjustment of traffic signals to the everchanging needs of traffic is clearly explained on Bulletin E-228, just issued by Automatic Signal Division, Eastern Industries, Inc., Norwalk, Conn. Under this system, known as the "Electro-Matic PR," signals are controlled by traffic—a reverse of the usual sequence of traffic controlled by signals. Average speed of vehicles in congested areas where the "PR" has been installed is reported to exceed 50 per cent in some cases. The system combines radar, the analog computer, electronic timing and electronic controls. Sampling detectors transmit information from representative locations to the "PR" Master, which continuously analyzes the traffic pattern and directs local controllers to regulate their signals accordingly. Pedestrian traffic is considered, and manual control is available for emergency conditions. Pictures of master and local controllers and a functional operating diagram are given.

For more details circle No. 91 on enclosed return postal card.

Traffic Signs and Reflective Pavement Marking

Catalog covers company's complete line of traffic control signs and reflective materials. All signs with standard legends and meeting state and U. S. Standard specifications are described in this buying guide, plus special signs, posts and mounting accessories. It also illustrates and describes Cataphote reflective materials including pavement marking compound, buttons, beads and a new brilliant coating for signs that lowers reflectorizing costs. Cataphote Corp., Toledo 10, Ohio.

For more details circle No. 92 on enclosed return postal card.

Air Brake Components

Catalog KU-201 describes and illustrates air brake systems and air brake components for trucks, tractors, trailers, buses, and includes off-the-road equipment such as field installation kits, and unit repair kits. Wagner Electric Corp., 6467 Plymouth Ave., St. Louis 14, Mo.

For more details circle No. 93 on enclosed return postal card.

Public Education

From Page 44

voted to traffic safety. Your outdoor advertising representative will have information about available 24-sheet posters.

Cooperation of Advertisers

Advertisers know the value of public service messages in attracting the public's attention, and many are willing to help with your traffic educational program. Your local advertising club can help you here. Advertisers can make use of one or more of the following alternatives in stressing safety in the company's newspaper advertising, on radio and television programs, on billboards and in other media:

1. Newspaper or magazine advertisements prepared by major advertising agencies of the nation and available in mat form from the Advertising Council, Inc.
2. Special advertising prepared by the advertiser or his agency.
3. Small slugs or boxes used with regular advertising.

Direct Mail

Direct mail is an excellent medium for carrying a message into homes where it may be read at leisure.

Call on the public relations directors of your utility companies and large industrial and retail establishments. They may be able and willing to enclose leaflets and other printed matter in their monthly bills or statements. They may want to print their own inserts based on material you provide them, or overprint a safety message directly on their bills. Postage meters can be used to print safety reminders, making each envelope a message bearer for safety.

Window Displays

Window displays can be used to help you tell your story. Make arrangements through associations of local merchants or stores having available window space. Get their permission to make direct arrangements with the stores, or the manager may possibly make a presentation for you at one of their general meetings.

Talk to the window display managers of large stores. Give them your suggestions, data, slogans, and program points so their expense and time devoted to the window may be negligible.

Rules for an effective window display are: keep it simple, make it attract attention, sell one idea only. Don't keep your display in one place too long.

Hoffman Award Nominations Open

Nominations are invited for the 1959 Paul Gray Hoffman Award for outstanding professional service in highway safety.

Closing date for the 1959 award is September 1. All nominations should be addressed to the Automotive Safety Foundation, 200 Ring Building, Washington 6, D. C.

Stock Safety Emblems

A distinctive Award Button for your Safe Driver or No Accident employee. Available from stock from 1 year through 25 years. 1 or a 1,000. Appropriately enameled.

58SD		58NA
$ .95	Gold Plate	$ .92
1.35	Sterling Silver	1.30
1.50	Gold Filled	1.45
4.25	10K Gold	4.00

Set with synthetic Sapphires, Rubies, Emeralds, White Sapphires at $1.75 each additional.

1933 SERIES—Available in over 40 Stock Titles. 1¼" dia., hard glazed enamel, gold plated pin and safety lock catch. $10.50 (plus Fed. tax.)

Emblems made to special order.
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Circle Item No. 6—Reader Service Card

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..get facts at cost of little more than 2¢ per day per truck

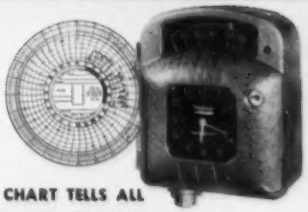
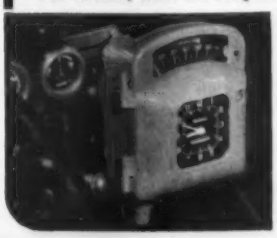


CHART TELLS ALL

WAGNER SANGAMO **TACHOGRAPH** graphically records starts, length of stops, speed traveled

A Tachograph on a truck not only "supervises", but it encourages safer more economical operation of the vehicle. A chart is placed inside the Tachograph before truck starts on run. All truck movements are graphically recorded on the chart (which costs a little more than 2¢ each). At end of the run, the chart is removed from the Tachograph, and you have a permanent record of the entire trip.

For details, mail the coupon for a free copy of Bulletin SU-3.



Wagner Electric Corporation
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Name_____
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City & State_____
We operate_____ Vehicles WSSU-3

Circle Item No. 7—Reader Service Card

Defensive Driving Booklet Published

To help the millions of professional drivers who must constantly make decisions behind the wheel, the National Safety Council has published a new booklet, *A Professional Code for Defensive Driving.*

The colorful, 20-page publication is dedicated to the professional driver, "who develops and refines the concept of defensive driving as his approach to the hazards of the highway."

Defensive driving, according to the Council, is a formula for avoiding accidents. It is a state of mind. It is the professional driver's safety code of the road.

A single sample copy of *A Professional Code for Defensive Driving* is available on request from the National Safety Council, 425 N. Michigan Ave., Chicago 11, Ill. Stock No. 294.09

Jaywalkers

From Page 23

area caused by pedestrian violations are then shown. These graphically portray what happens to the human body when a pedestrian steps in front of an automobile—even one traveling at a very slow rate of speed.

A 20-minute pedestrian safety film is then shown. This is followed by a lecture in which the pedestrian safety program is outlined and the dangers of pedestrian carelessness emphasized.

The goals of both the pedestrian program and the Sertoma club are summed up in this statement which instructors include in their lectures to the class: "We believe that when this session is over you will have a better understanding of what we are trying to accomplish in the way of reducing pedestrian accidents and eliminating all possible pedestrian fatalities. The motto of the Sertoma club is, 'Service to Mankind.' We feel that we are more than willing to give the time and effort to achieve this goal."

Roberts Committee

From Page 19

F. Manufacturers would be encouraged to continue and enlarge their already sizeable research and development programs for designing greater safety into their product. This would result from an immediate sizeable market in the area of government, and the prospect of a growing demand outside the government for safety features and devices in stock models.

The federal government operates a very large fleet of motor vehicles. It employs operators for these vehicles and it transports people in them.

Government agencies generally are carrying on substantial safety programs with the aim of minimizing the human and economic losses that result from accidents. The objective of the proposed legislation, it seems to me, is entirely consistent with the government's other safety efforts. In both private industry and government service it has been fully demonstrated that the best safety records are made when employes are provided with the safest feasible place to work and the safest feasible equipment to work with.

The requirement that the government fleet be equipped with reasonable safety devices, as provided for in H. R. 1341, would most certainly be in accord with this principle. It is on this basis that the National Safety Council supports the enactment into law of H. R. 1341.

President's Committee

From Page 21

safety organizations to support official actions.

8. Provide opportunities and occasions for meetings, conferences and workshops conducive to voluntary coordination of effort.

9. Provide recognition of achievements.

10. Provide program aids.

The Committee looks to all concerned: officials, governmental bodies, private organizations, citizen groups and the general public to accept their obligations and perform their duties to the end that our people may be spared the human, social and economic losses caused by traffic accidents.

THE "EYES" HAVE IT . . . .

Here is an aid that has proven practical in teaching visually the principles of safety. It's simple, effective and works wonders in teaching your drivers.
The MAGNO SAF-T BOARD is the result of studies by outstanding safety instructors and engineers. Safety directors, traffic managers, driving instructors, insurance agents and adjusters get a clear picture of how accidents occurred visually by reconstruction of conditions.
It is now being used from coast to coast by fleet owners, insurance and public utility companies, colleges and schools, and many other concerns interested in public safety. Consisting of a BOARD with typical street intersections on one side. The other side is a BLACKBOARD on which any street or road situation can be drawn with chalk and then erased. It has scale models of vehicles, traffic markers and accessories that can be placed in any conceivable traffic situation.

Write for our folder. It contains full information.

MAGNO SAF-T BOARD © **EMIGSVILLE, PA.**

Circle Item No. 8—Reader Service Card

Probing Accidents

From Page 11

censure record, and previous accidents. Many questions are asked on the events that immediately preceded the accident. The psychologist also attempts to develop the subject's attitudes toward enforcement, traffic laws, signs, drinking and driving, etc.

Using traffic boards, the accident victim reconstructs the scene. Colored-slides are projected on a screen so that all details of the accident may be pursued.

The result of the team's efforts are an accurate and detailed record of the whole accident complex — a narrative report which runs 20 to 30 pages and another 40 to 50 pages of report and interview forms. In short, a file is compiled which contains the mass of facts needed to make a genuinely detailed analysis of the accident.

To see just how this works in an actual case, let's return to the accident mentioned at the beginning of this article — the accident involving the Evanston widow.

What did our engineer, physician and psychologist learn in their investigation? Here are a few of the relevant facts:

Engineer—The woman was driving into a bright sun only 15 to 20 degrees above the horizon. The glare problem was compounded by a dirty windshield. It is also possible that the white hood of the automobile introduced additional glare. The visor was down, which further restricted the forward visual field. That these details are significant is suggested by the fact that the first time the woman saw the car she hit was after she had heard and felt the crash of the collision.

Physician — The woman was nearsighted and wore bifocal glasses. There was some suspicion that under the unusual lighting conditions the bifocal glasses may have caused a vision problem. The woman's age (62) suggests that her accommodation and adaptation to light was sluggish.

Psychologist—At the time of the accident, the only passenger in the car was the woman's five-year-old grandson. The psychological interview indicated a conflict between the woman and her daughter-in-law—the mother of the boy. Although the woman was not speeding, she was concerned about arriving at her home before her daughter-in-law returned from shopping. The woman was also apparently concerned about the boy's health, even though a visit to the doctor a few days earlier had apparently cleared up that question. These two factors may have made the woman over-cautious in protecting the child when he stood up to see if his mother's car was in front of their house.

Here's what happened in her own words: "I saw a green and white car which belongs to his mother and I said, 'Oh, there's your mother's car.' He stood upon the seat and I put my right arm out to protect him and then I woke up with the crash."

It appears that the concern for her grandson led the woman to divert her attention from the driving task. While she probably attempted the turn by using one hand on the steering wheel, and her strength was adequate, it is possible that she maneuvered the turn awkwardly or made a shorter or longer turn than usual.

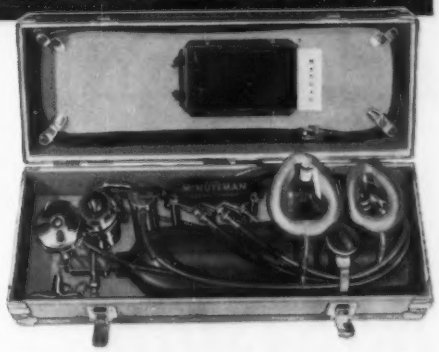
In brief, a rather complex interaction of several conditions seems to be relevant for this accident. Perhaps the two major implications concern (1) the problem of visibility when driving into the sun and (2) the influence on the driver of the young passenger, not old enough to obey directions or unable to restrain his actions in unusual situations.

Members of the team pictured in the photographs in this story are Mary F. Young, medical, Edward R. Jones, psychology, and Robert B. Mack, engineering.

Thus far, the team has studied in depth approximately 50 accidents. No final report has as yet been made on the findings, but, as was expected, the project has made it clear that there is still a lot to learn about accidents.

The STEPHENSON MINUTEMAN RESUSCITATOR

—unequalled for quick action



When a life is at stake, grab your MINUTEMAN and *run* — don't walk — to the scene. You *can* run because this compact instrument weighs under 30 pounds, with cylinder, yet combines the functions of resuscitator, inhalator and aspirator. With an Extra Midget attachment, it can resuscitate two patients and aspirate a third simultaneously.

The MINUTEMAN protects against ALL respiratory emergencies — drowning, smoke or fume suffocation, heart attack, electric shock, asthma, etc. It operates about 40 minutes with a D cylinder and refills are inexpensive. Pressures are adjustable from Adult to Infant, a range essential in chest injuries, where the patient makes the first efforts to breathe after being overcome, and in working with small children. The instrument is easily regulated to mixtures from 100% oxygen to 50% oxygen and 50% nitrogen from the air. This feature is extremely valuable in prolonged cases, avoiding the possibility of oxygen poisoning.

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Circle Item No. 10—Reader Service Card

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Circle Item No. 12—Reader Service Card

Traffic Record

From Page 40

	Six Months 1959	1958	1957	1959 Reg. Rate	1959 Pop. Rate
220. Boone, Iowa	1	0	0	2.7	16.4
221. The Dalles, Ore.	1	0	1	2.7	17.7
222. Sault Ste. Marie, Mich.	1	1	1	2.7	10.2
223. Needham, Mass.	1	0	0	2.8	9.3
224. Mamoroneck, N. Y.	1	0	0	2.8	11.8
225. South Orange, N. J.	1	1	0	2.8	12.3
226. North Adams, Mass.	1	0	0	2.8	9.3
227. Winnetka, Ill.	1	0	1	2.9	14.9
228. Albany, Calif.	1	1	0	2.9	11.4
229. Lamesa, Tex.	1	0	0	3.0	18.7
230. Conneaut, Ohio	1	0	0	3.0	16.8
231. Los Altos, Calif.	2	0	1	3.2	20.5
232. Ansonia, Conn.	1	0	1	3.3	10.2
233. Elizabeth City, N. C.	1	0	1	3.3	15.7
234. University Hgts., Ohio	1	0	0	3.5	12.4
235. Du Bois, Pa.	1	0	0	3.5	17.4
236. Winchester, Conn.	1	1	1	3.6	16.8
237. River Forest, Ill.	1	0	1	3.6	18.5
238. Denison, Tex.	2	2	1	3.8	19.2
239. Two Rivers, Wis.	1	0	0	3.8	17.4
240. Stonington, Conn.	1	0	2	3.9	12.2
241. Milford, Mass.	1	0	0	3.9	12.8
242. Highland Park, Ill.	2	0	0	4.0	17.0
243. Monroe, N. C.	1	1	1	4.0	19.0
244. Mesa, Ariz.	3	0	1	4.0	27.5
245. Brownwood, Tex.	2	0	0	4.1	19.8
246. Mansfield, Conn.	1	0	1	4.1	17.2
247. Wooster, Ohio	2	1	1	4.2	23.5
248. Westlake, Ohio	1	1	3	4.2	18.7
249. Garland, Tex.	3	1	2	4.3	26.9
250. Alpena, Mich.	2	0	1	4.4	26.1
251. Hollywood, Fla.	4	1	3	4.4	35.1
252. Oceanside, Calif.	**2**	**3**	**4**	**4.5**	**19.5**
253. Berkley, Mich.	2	0	3	4.5	17.4
254. Caldwell, Idaho	2	0	0	4.6	34.2
255. Watertown, Conn.	1	0	1	4.8	14.9
256. Takoma Park, Md.	1	0	0	5.1	12.9
257. Corona, Calif.	2	0	0	5.1	31.5
258. Darien, Conn.	2	0	0	5.2	25.5
259. Tempe, Ariz.	2	0	2	5.3	32.0
260. Killingly, Conn.	1	0	2	5.3	16.9
261. Borger, Tex.	3	1	0	5.6	33.1
262. Goldsboro, N. C.	3	2	3	5.9	27.9
263. W. Springfield, Mass.	3	3	0	6.4	26.2
264. Newport Bch., Calif.	3	0	1	6.5	28.3
265. Madison Hgts., Mich.	2	0	0	6.5	18.8
266. River Rouge, Mich.	2	0	0	6.5	18.8
267. Peru, Ind.	3	0	0	6.9	39.7
268. Windsor, Conn.	2	0	0	7.0	24.0
269. Marinette, Wis.	2	1	0	7.1	28.2
270. Niles, Ohio	3	0	1	7.5	30.8
271. Los Alamos, N. M.	2	0	0	7.6	29.9
272. Westport, Conn.	3	1	2	7.7	35.3
273. Dyersburg, Tenn.	2	1	2	7.8	36.7
274. Martinsville, Va.	4	0	0	8.1	42.1
275. Naugatuck, Conn.	3	0	1	8.1	30.6
276. Kennewick, Wash.	4	0	3	9.0	58.4
277. Attleboro, Mass.	4	1	0	10.6	32.1
278. Calumet City, Ill.	5	1	4	11.6	44.4
279. West Lafayette, Ind.	3	1	0	11.7	45.8
CANADIAN CITIES					
Toronto, Ont.	36	69	61	—	5.0
Vancouver, B. C.	13	16	17	—	6.5
Hamilton, Ont.	10	11	12	—	9.6
Montreal, Que.	52	45	73	—	10.2
London, Ont.	5	2	6	—	10.5

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Ontario Truckers Cut Fatal Accidents

A 31.6 per cent decline in fatal accidents was experienced by Ontario truck drivers in 1958, according to Harold White, vice president of The Automotive Transport Association of Ontario.

Although the number of trucks registered in Ontario reached an all-time high of 303,115, an increase of 1.2 per cent over 1957, fatal accidents involving trucks declined 31.6 per cent, while total accidents in which commercial vehicles were involved dropped by 2.9 per cent. The figures were based on Department of Transport motor vehicle accident statistics for 1958.

The amazing improvement in commercial vehicle driving performance was credited to intensified accident prevention programs and participation in truck roadeos, White said.

MAGNETIC
"VIZ-U-LIZER"

Board consists of (3) interchangeable sections—14" x 22" each—Enables you to simulate various intersections. Back has replica of 4 lane highway and blackboard surface for special situations.

World-wide acceptance by driver education instructors, insurance adjusters, lawyers, magistrates and safety engineers.

Scale model vehicles and traffic equipment supplied.

For details write

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Circle Item No. 11—Reader Service Card

Use the READER SERVICE POSTCARDS

- **to obtain information on advertised products**
- **to obtain material on new products and literature**
- **to order subscriptions to TRAFFIC SAFETY**

Here's how to use card #2—the first set of numbers is keyed to products advertised throughout the magazine, the second set to items shown in the New Product section and the third set to the Safety Products Literature section. Simply circle the number of any item in which you're interested and we'll ask the manufacturer to send you full information without obligation. No postage is required when the card is mailed in the United States.

Advertised Products

—are included for your benefit to help you solve accident problems. To get full information on a product in which you are especially interested, circle the corresponding page number on the Reader Service Postcard.

New Safety Equipment

—shown in the special section, has been carefully reviewed. Only new products or newsworthy improvements in existing equipment are considered eligible for inclusion in this listing.

Safety Product Literature

—are catalogs, brochures, spec sheets and booklets describing equipment and services to help you solve your traffic safety problems. You can build a valuable reference file with these free publications.

IMPORTANT—Be sure to fill in your name, organization and address in the space provided on this side of the post card.

1

SEPTEMBER, 1959

Prices are subject to a 10% discount to National Safety Council Members

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Subscription (12 issues) ea.....	$4.50	$4.00	$3.50	$2.80

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In ordering subscriptions for members of your staff attach separate sheet showing names and addresses so that we can send their magazine directly to them each month, without delay.

All prices shown are based on a single order for delivery in one shipment to one destination (one shipment per month on annual subscriptions). Quantities are not cumulative over a period of time, or for a number of locations, to obtain quantity prices.

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COMPANY.....

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2

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81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100

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Keep up-to-the minute on all the latest advances in traffic and transportation safety products and services through the advertising pages and new equipment editorial features in Traffic Safety.

Should you want additional information or special consultation on your specific problems, don't hesitate to write to the manufacturers. They welcome your inquiries and will answer your questions without obligation.

Although the Council does not test or examine the products advertised or mentioned in the editorial features, staff engineers and technicians review all product information in an effort to determine that descriptions and performance claims are accurate. It should not be construed, however, that commercial products are approved or endorsed by the National Safety Council.

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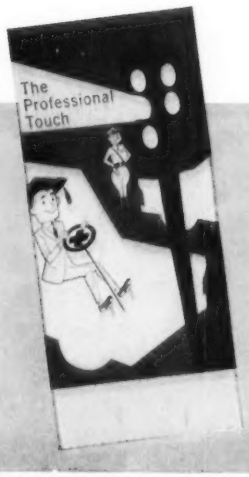

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